

INTERNET

## Givenchy amplifies fragrance launch with couture connection

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*Givenchy couture dress*

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By JEN KING

French design house Givenchy has crafted a narrative for the launch of its latest scent, Dahlia Divin, to give the fragrance a context.

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**Luxury Daily**

Givenchy's social video, which stars singer Alicia Keys, combines the brand's couture fashions with the fragrance to lend support to the lifestyle affiliated with Dahlia Divin. Due to the nature of fragrances, marketers often look to storytelling to better interpret the feelings associated with a scent.

"The success of today's luxury brands relies on a savant melange of heritage and innovation, generally orchestrated by the taste of its design master," said David Benattar, CEO of [Hyperbolic](#), a New York-based creative agency. "So featuring the couture collection in this video does make sense.

"Nevertheless, while the creative treatment could work nicely in traditional media, it comes across as uninspiring and fabricated in the context of Facebook," he said. "We are missing the vitality and energy that social media content is asking for.

"The result is a meager 195 likes and 5 comments. What you have is a beautiful piece of

expensively produced content and a unanimously disengaged audience. Bad."

Mr. Benattar is not affiliated with Givenchy, but agreed to comment as an industry expert.

**Givenchy** did not respond by press deadline.

A story weaved from gold

Givenchy's Dahlia Divin is an extension of the Dahlia Noir fragrance line released in 2011. According to a blog post, the Dahlia Divin scent is meant to be the "haute couture alter ego" of the dahlia.

The brand continues to connect Dahlia Divin to its couture designs by noting in the blog post, that just as a couture dress, the scent envelops the skin with a result that is impossible to ignore.



*Givenchy's Dahlia Divin*

To create the surrounding aura of Dahlia Divin, Givenchy used mirabelle plum, white jasmine and sandalwood. The scent's notes were selected to create a "magical scent that, is like a goddess, is truly radiant" where "gold meets fragrance."

Givenchy brought the essence of Dahlia Divin to life with a social video that was teased on its dedicated beauty and fragrance Facebook account. The fashion house also used its Givenchy Conversations blog to share information about the fragrance with brand enthusiasts.

The 30-second video begins with Givenchy's logo and Ms. Keys' signature appearing on the screen. The video is set within a Haussmannian apartment with cream walls and gold trim and molding.



*Behind-the-scenes image of Alicia Keys for Givenchy*

There is no furniture in the room besides a large wooden shipping container that has beams of lighting streaming from the gaps between its planks. Inside, Ms. Keys is surrounded by gossamer threads as she sleeps.

As Ms. Keys' voiceover speaks the word "divine" the singer opens her eyes. Next, the camera pans out so the viewer can see Ms. Keys twirling slowly inside the box and the bodice of her gold couture Givenchy gown.

Then, the tempo speeds up and Ms. Keys sings instead of speaks the word divine as she pushes apart the box with her hands. When the box's last plank is pushed to the ground, Ms. Keys looks at the camera before the scene changes to a view of the Dahlia Divin bottle.

As of press time, Givenchy has only published the video on its beauty and fragrance [Facebook account](#).

Inspired by fashion

Other brands have used their fashion know-how to create products outside its original expertise.

For example, French atelier Christian Dior drew inspiration from the architectural lines of its fashions to create a timepiece that is capable of dressing up any woman's wardrobe.

Dior first unveiled the Dior VIII Montaigne, a new watch in the brand's collection, and the updated Dior VIII Grand Bal at the 2014 Baselworld in March to an international audience of watch enthusiasts. By unveiling the watches at Baselworld, Dior showed horologists that its timepieces are contenders in the marketplace ([see story](#)).

Also, France's Chanel promoted an updated version of the J12 Automatic wristwatch with a digital and email campaign that framed apparel alongside the timepiece to highlight the brand's range.

Chanel's J12 has been a popular wristwatch for the fashion label and has seen many updates in both function and color options. Positioning the J12 Automatic with fashions,

just as consumers were beginning to switch up their wardrobes for warmer weather, may have enticed Chanel fans to also revisit their wristwatch choices ([see story](#)).

The limited digital touchpoints for the Dahlia Divin campaign may deter interest.

"It does [deter interest], as the numbers shows," Mr. Benattar said. "But more to the point, what we see here is a missed opportunity to break the barriers and speak to a public that is probably passionate about the rich history of the brand.

"The usual top down communication approach just doesn't apply online," he said.

"Givenchy needs to find a bolder way to stand out at time when consumers are bombarded with clever, funny, informative or shocking pieces of content that gets them to react.

"We love Givenchy, we love Alicia Keys, they just don't make it for us in this campaign."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/E5Rms2dmEvY](https://www.youtube.com/embed/E5Rms2dmEvY)

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