

INTERNET

Guerlain touts brand know-how with heritage content hub

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Bottles of Guerlain's La Petite Robe Noire

By JEN KING

French perfumer Guerlain is passing on 180 years of know-how through an email campaign focused on its dedication to craftsmanship and quality.

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Luxury Daily

In the email, the storied maison underscores its fragrance offerings by explaining that its modern creations are “infused” with Guerlain’s traditions. Heritage brands often look closely at signature product lines to maintain relevance in the current market while honoring past accomplishments and skills.

“Guerlain’s history spans almost 200 years, and that kind of longevity gives the brand a unique know-how,” said Sarah Curtis Henry, vice president of marketing, PR and education at [Guerlain](#), New York. “Guerlain is the innovator of several beauty firsts—the first lipstick, the first bronzer, the first Oriental-classed fragrance, etc.

“It is important to reinforce Guerlain’s exclusive know-how because it is such a crucial and celebrated part of the brand’s history,” she said.

“It is because of this know-how that we are able to continually innovate and provide our clients with the best possible service and the highest quality products.”

Expertise

Guerlain's email blast includes a small amount of text and then shows images of the perfumer's workshop in Orphin, France where its craftsmanship have been working for the last 20 years.

Imagery below the "discover Guerlain's expertise" prompt show the consumer antique fragrance bottles, current offerings and behind-the-scenes glimpses at craftsmanship. In between the images, text reads "precious gestures," "creative audacity" and "handcrafted wrapping" to capture Guerlain's expertise.

GUERLAIN

180 YEARS OF AN EXCLUSIVE KNOW-HOW

Guerlain keeps on providing you today with amazing modern creations, infused with a tradition of excellence. The perfume workshop in Orphin, France, has hosted for 20 years now this exclusive master craftsmanship.

► DISCOVER GUERLAIN'S EXPERTISE



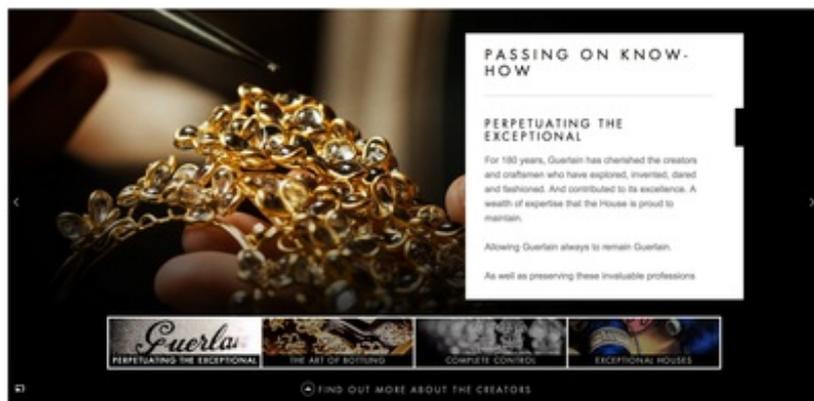
Guerlain's exclusive know-how email body

A click-through lands on Guerlain's "Passing on Know-how" page on its main Web site. First, the brand thanks the creators and craftsman who have "explored, invented, dared and fashioned" allowing the brand to become what it is today while preserving the craft and technique.

Passing on Know-how also explains how Guerlain's perfumes are created after hours of work across disciplines such as olfactory creation headed by Thierry Wasser, filling the bottles and adding finishing touches including barbichage and baudruchage, the wax seal and Guerlain stamp applied to many decanters. Much of this knowledge has been passed

on from generation to generation of “Dames de table” craftswomen.

In addition to its craftsmen, which include artisans such as glass blowers, engravers, fine gold gilders and sculptors, Guerlain mentions the houses that have influenced the brand. These brands include Baccarat, Pochet, Gripoix and Lesage.



Guerlain's first section of Passing on Know-how

The “supported approach” section also pays homage to brand founder Jacques Guerlain who founded the Comité Colbert, which preserves the know-how of France’s top luxury brands. Today, Guerlain boasts the Living Heritage Company label for its contribution to French excellence.

Guerlain included three other sections for Passing on Know-how: The Art of Bottling, Complete Control and Exceptional Houses.

For The Art of Bottling, Guerlain included text explaining the importance of the Dames de table who decorate the fragrance bottles with expert care such as brushing the silk threads of L’Heure Bleue’s barbichage, a braid found around the decanter’s neck, a process that takes 45-minutes per side.

To reinforce the text, Guerlain featured a video of a Dame de table hand wrapping the cap of a bottle of Eau de Cologne Impériale with yellow silk string before hand applying the label.



A Dame de table preparing a bottle of Guerlain's Eau de Cologne Impériale

In the Complete Control section, Guerlain discusses its founding philosophy of creating its fragrances completely in-house for every step of the production process. This section walks the consumer through the 20 month process of creating a Guerlain fragrance, noting that every year the maison produces one million liters of perfume divided into 14 million bottles.

A video is also included in this section that begins with a quote reading “Being Guerlain is being different. It is also a passion for excellence devoted to the realm of luxury.” The video tracks the production process of Guerlain’s La Petite Robe Noire from the perfumer’s laboratory to its bottles being hand blown, filled, decorated and packaged.



Guerlain's Complete Control section

Guerlain’s final section talks to the brand’s work with other “exceptional” houses to create “wildly creative projects.” In this section, Guerlain mentions its Bee with Silver Wings bottle to celebrate Eau de Cologne Impériale's 160th anniversary, a collaboration between the maison and Baccarat who have worked together since 1889 ([see story](#)).

This section also includes mention of the 100th anniversary bottle of L’Heure Bleue designed by Baccarat and decorated by Parisian jeweler Gripoux and 37 vintage Baccarat La Petite Robe Noire limited-edition bottles adorned with the artwork of Kuntzel & Deygas.

Art of the craft

Craftsmanship efforts can help validate products while also paying tribute to those behind-the-scenes that work on bringing these items to consumers.

For example, British apparel and accessories label Mulberry gave consumers an up-close look at how its Bayswater handbag is made with a branded tent at the Wilderness Festival Aug. 7-10 in Oxfordshire, England.

The tent, labeled “Mulberry Loves Craft,” lets consumers witness the brand’s craftsmanship as well as make a personalized bracelet of their own. Creating an active way for consumers to experience the craftsmanship of the brand will likely help the message stick with participants ([see story](#)).

Showcasing tradition and expertise in a field through craftsmanship helps a brand stay relevant for the modern consumer.

“Guerlain is a company of “roots and wings”—it has an unparalleled history, but is always

moving forward to stay on the cutting-edge of technology,” Ms. Curtis Henry said.

“We seamlessly combine art with innovation, allowing us to create products that are relevant and mirror up-to-the-minute trends,” she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Cf534IanKxE](https://www.youtube.com/embed/Cf534IanKxE)

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