

INTERNET

## Roberto Cavalli reinterprets Garden of Eden for latest fragrance effort

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*Roberto Cavalli's Paradiso ad effort*

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By JEN KING

Italian fashion label Roberto Cavalli is looking to transport consumers to “Paradiso” this winter with a campaign for its latest fragrance of the same name.

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**Luxury Daily**

Roberto Cavalli positioned its Paradiso fragrance campaign on social media as an “impromptu excursion on the Mediterranean Sea” to warm consumers’ minds during the harsh winter months. Brands often look to take consumers on a journey, figuratively and often abstractly, to experience the brand and its wares.

"I don't think that the tropical nature of the campaign will help to boost winter sales," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York.

"Most fragrances leverage a beach/tropical theme," she said. "However, I do think that the beach theme helps to differentiate Paradiso from the others created by Roberto Cavalli."

Ms. Mills is not affiliated with Roberto Cavalli, but agreed to comment as an industry expert.

**Roberto Cavalli** did not respond by press deadline.

Paradiso now

To give a glimpse into Roberto Cavalli's Paradiso set in a "magnificent villa and its secret garden," the label shared a 12-second teaser video on its Facebook page.

The video shows a speed boat traveling across the water before model Edita Vilkeviciute, dressed in all gold, is seen walking down a staircase and entering a swimming pool. As Ms. Vilkeviciute steps into the pool, a man is shown ascending the stairs, but the teaser ends with the woman reclining in the water.



*Print ad for Roberto Cavalli's Paradiso fragrance*

Roberto Cavalli's post was accompanied by a link that directs consumers to the brand's dedicated fragrance Web site, [parfums.robertocavalli.com](http://parfums.robertocavalli.com).

Instead of having a single-purpose microsite for Paradiso, Roberto Cavalli's parfums Web site houses all of the label's fragrances for easy exploration. Given that it is the newest scent, Paradiso is placed at the top of the Web site.

The first slide shows Ms. Vilkeviciute reclining in the pool wearing only her numerous gold necklaces. To the side, the Paradiso and brand logos are shown as well as the fragrance's bottle, designed by Eva Maria Durringer.

A click to the right, using the arrows on the side of the page, details the fragrance as a "resounding ode to sensuality and seduction" that "radiates delight and happiness." The second text section describes the ideal Paradiso wearer as a woman with a "sunny disposition" who understands that style and glamour are a "true way of life."

In the next slide, a side bar appears to highlight the notes of Paradiso which are broken down into fresh, luminous and sensual. Created by perfumer Louise Turner, Paradiso has notes of bergamot, jasmine and cypress.



### *Roberto Cavalli's Paradiso ingredient notes*

Roberto Cavalli included the full version of the Paradiso campaign video that shows how Ms. Vilkeviciute and her companion arrived at the pool. Shot by by photographer Mario Testino, the extended version shows the pair arriving via speed boat and traversing up cliffside stairs to a Garden of Eden-type location, with Ms. Vilkeviciute as a modern-day Eve.

In the final section, Roberto Cavalli included a still photo gallery of Ms. Vilkeviciute's Paradiso shoot as well as a behind-the-scenes video of the campaign's making.

Embedded Video: [//www.youtube.com/embed/S8KzdvFRhMQ](https://www.youtube.com/embed/S8KzdvFRhMQ)

### *Paradiso by Roberto Cavalli*

Additional fragrances that can be explored on [parfums.robertocavalli.com](https://parfums.robertocavalli.com) include Roberto Cavalli eau de parfum, Exotica, Acqua, Nero Assoluto, the Oud collection, Nero Assoluto exclusive edition and Piece of Art. A “Buy now” prompt directs to an ecommerce page with a number of Roberto Cavalli fragrances listed.

### *Time and space*

Marketers often turn to beautiful escapes when marketing fragrances as a way to elevate the consumer journey visually and enhance the sense since scent campaigns cannot truly share the notes digitally.

For example, Italy's Dolce & Gabbana launched a limited-edition of its scent Light Blue and created a microsite to solely promote the fragrance.

Dolce & Gabbana Light Blue limited-edition came in two forms, Discover Vulcano and Escape to Panarea. Each fragrance represents elements of nature and an escape from daily life. The two locations, Vulcano and Panarea, are part of the Aeolian Islands in front of Sicily. The Mediterranean serenity is illuminated in the fragrances and their microsite ([see story](#)).

This journey can also be more symbolic. For instance, Italian jeweler Bulgari aimed to expand consumer knowledge with a promotion that explores its men's fragrance range rather than its fine jewelry.

Bulgari developed a microsite for Aqua pour Homme and a fragrance new to the

jeweler's offerings, Aqua Amara. The microsite positioned the two fragrances as worldly elements to help consumers select which scent would be best for their taste, style and personality ([see story](#)).

A joint microsite for a fragrance range ensures that the consumer spends an extended amount of time engaging with the brand.

"I think the microsite is visually pleasing but the large images and videos create a slow load time and would deter viewers on mobile devices," Ms. Mills said. "However, by housing all of their fragrances in one site and giving the consumer to 'compare' them helps to make a decision. Or, drives the consumer to a retail store to explore and purchase.

"There is enough visual content that will work well on social site and various channels," she said. "The imagery is beautiful and tells a great story.

"Unfortunately, there is only so much you can do with content for a fragrance — in the end, the consumer wants to smell before purchase."

#### Final Take

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

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

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