

INTERNET

Aerin Beauty goes feminine with rose campaign for new perfume

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Image from Aerin Beauty's Rose de Grasse Web site

By KAYSORIN

Aerin Lauder's Aerin Beauty is releasing the first perfume of its Premier Collection with a campaign emphasizing the feminine beauty of roses.

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The campaign stars Aerin Lauder herself and includes photos and a short video showing the roses used in the fragrance, Rose de Grasse. The brand is sharing images on Instagram and Facebook in addition to the video on the Web site.

"The Rose De Grasse campaign builds on the core lifestyle values Aerin Lauder adheres to," said Amy Gale, associate planning director at [Isobar US](#). "It's a great introduction for their existing customers, particularly those who are interested in make-up, because it plays on themes they will already be accustomed with.

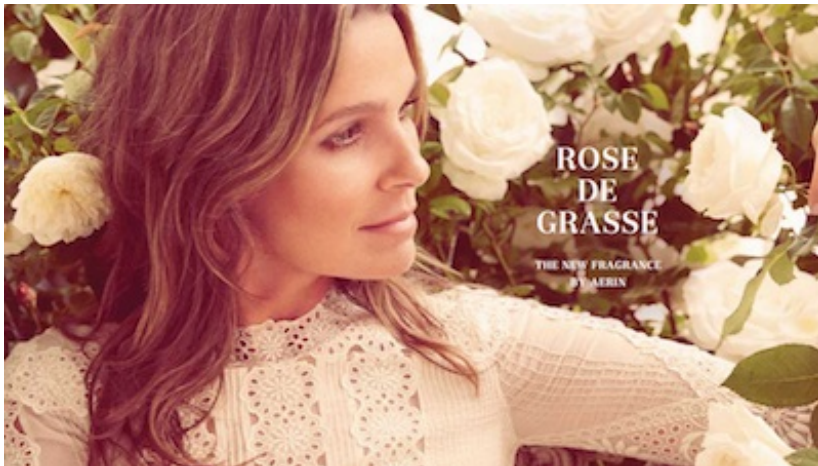
"This means it doesn't require too much of a 'stretch'."

Ms. Gale is not affiliated with Aerin Beauty, but agreed to comment as an industry expert.

Estée Lauder Cos.-owned [Aerin Beauty](#) was unable to respond by press deadline.

A rose by any other name

The Web site has a number of images on it, many of roses and rose fields. The first two also come with text explaining that the rose is Aerin's favorite flower and a timeless symbol of "beauty and femininity."



Aerin Lauder stars in the campaign for her own new fragrance

Rose de Grasse is crafted using scents from three different flowers: the Rose Centifolia, the Rose Otto Bulgarian and the Rose Absolute, each of which adds a unique texture to the scent. The Rose Centifolia is known for its hundred-petal blooms, while the other roses deliver scents of "feminine sensuality" and "vitality."

The name of the scent derives from the commune of Grasse in the French Riviera, where many of the world's most famous perfumeries are located. The Web site boasts that all of the roses used are handpicked and have been cultivated in Grasse since the 16th century.



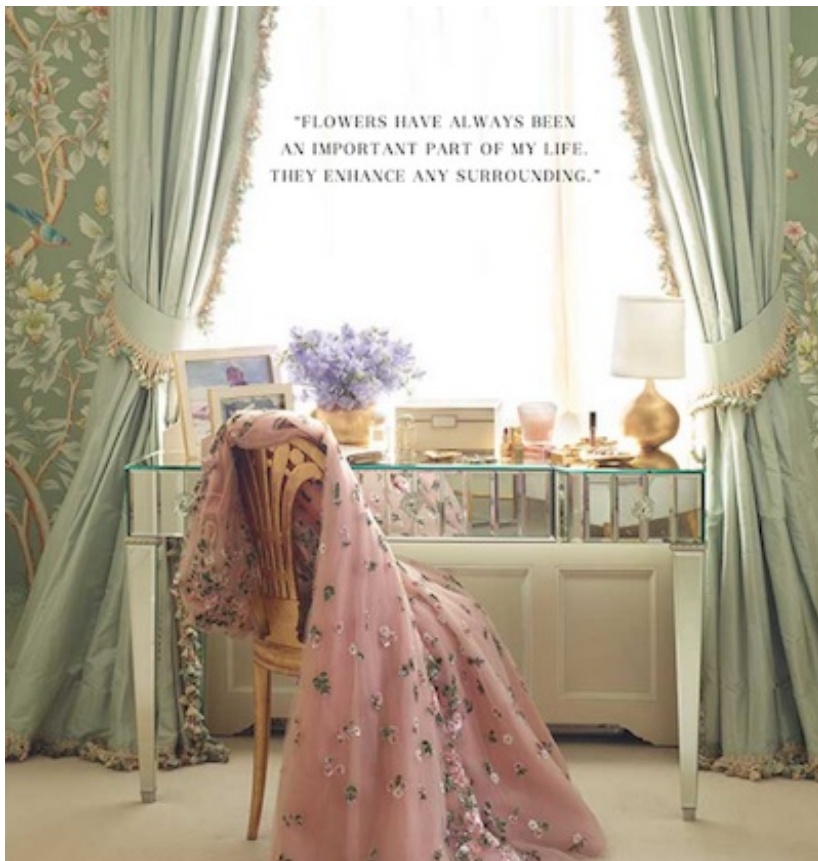
The perfume combines elements from a number of different roses

The site includes a number of quotes from Aerin herself such as "I love roses, and Rose

de Grasse represents the most rare and special of these beautiful flowers,” and “Flowers have always been an important part of my life. They enhance any surrounding.”

Because Aerin is a lifestyle brand, it is important that the products have a strong connection to the founder and her personal preferences.

Using Aerin as the model in the campaign images likely further emphasizes her connection with the brand. It is not only about buying a scent, but about buying into the aesthetic and lifestyle that comes along with it.



Aerin shares her personal feelings on flowers in the campaign

"The choice to use Aerin herself makes a lot of sense for this launch," said Ms. Gale. "It means they have very simple mechanic to tell the brand and product story behind the scent without confusing the consumer.

"It also works to simultaneously capitalize on her existing brand equity to target new customers while reinforcing it for existing customers."

The video on the Web site shows a pile of the 100-petaled Rose Centifolia, handpicked in Grasse. It cuts to a shot of Aerin walking down the stairs of a large, white mansion, wearing a long, white dress and closes with her standing in front of the doors to the house.

Aerin's Web site includes numerous points of conversion, one of which moves down the screen as the user scrolls, making it especially easy for consumers to purchase the perfume. They also have the opportunity to share the site or the video on social media, giving the campaign a larger reach.



A bottle of Rose de Grasse from the Premier Collection

Lauder legacy

While this is the first perfume to be released from the Premier Collection, Aerin Beauty has advertised scents from its other lines in the past.

For instance, in 2014, the brand built awareness for its fragrance range with a microsite that emphasized featured botanicals found in its signature line of scents.

The granddaughter of late beauty mogul Estée Lauder, Aerin Lauder's eponymous lifestyle brand has a deep, personal association with fragrance. Aerin's dedicated microsite, The Art of Fragrance, allows the consumer to explore the brand's scent profile through interactive touch points that may motivate social sharing ([see story](#)).

Aerin Beauty has also received some help from Estée Lauder, with the larger brand often

helping spread the word about Aerin Beauty's new endeavors.

For example, in 2014, Estée Lauder highlighted its family connections with a holiday Instagram takeover by Aerin Lauder, granddaughter of the cosmetic company's eponymous founder.

Ms. Lauder, who runs her own beauty brand, Aerin, posted her wishlist to Estée Lauder's followers, sharing her distinct aesthetic. Along with posting her coveted fashion items, Ms. Lauder shares some of her favorite products from her own line, adding a level of familial cross-promotion ([see story](#)).

Hopefully this new campaign for Rose de Grasse will help the brand gain some publicity. It has a lot of beautiful images and should be appealing to consumers.

"Aerin Lauder uses imagery and video to tell the story of behind the new fragrance Rose De Grasse," Ms. Gale said. "This approach works well to evoke a 'sensory' experience that builds a mood reflective of the fragrance.

"This is critical brand storytelling for a digital experience of a product that is sensory and personal. However, the making-of story behind the scent gets a little lost through the images on their website.

"The story is so simply crafted, it feels a bit like a missed opportunity and risks losing users who are not fully engaged in seeking out more information."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/N0E97n3tpww>

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