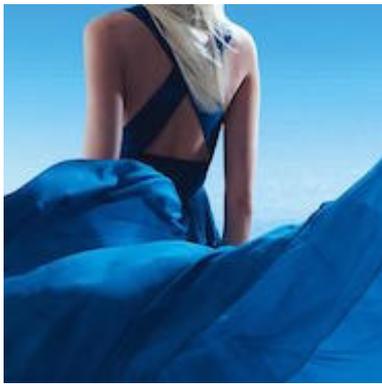


ADVERTISING

Elie Saab slowly releases series for limited-edition scent

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Le Parfum Resort Collection

By NANCY BUCKLEY

Lebanese couture house Elie Saab is releasing episodes that showcase its Le Parfum Resort Collection through different destinations in the French Riviera.

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Luxury Daily

The first video was released in mid-February and the second was unveiled a month later. Slow releases of branded series allow brands to spread a campaign over time and build anticipation.

"Drawing-out the campaign provides a longer shelf-life; more opportunities to present as new," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Marketing is a process. Moving the client from one medium to the next encourages engagement while developing metrics to measure success."

Mr. Ramey is not affiliated with Elie Saab, but agreed to comment as an industry expert.

[Elie Saab](#) was unable to respond by press deadline.

Aesthetic scents

The series has been titled Blue Escapade and features two episodes. The first features Villa Maria Serena, a villa along the eastern shore of Lake Como.

Each episode is narrated in French with English subtitles available on YouTube. However, the videos were originally shared on Facebook and did not contain subtitles.

"YouTube is known as a destination hub for videos, generating traffic and views currently unmatched on the web," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas. "The videos are prominently featured on the Elie Saab Magazine site but housed on YouTube's video platform. Like a staggered movie release, the progression of distribution from website to YouTube to additional social media outlets helps build the audience and viewership over time, sustaining the campaign's duration and impact."

Episode one speaks about the flash of white among the many blues on the coast. The white looks like a promise of hope and attracts the eyes of onlookers. The villa is very close to Italy, and the mix of plants present along the coast creates a unique fragrance of the Mediterranean.

Embedded Video: <https://www.youtube.com/embed/QUP4SRFJKGM>

Episode One

The blend of the smells of the sea and springtime is explained to consumers as images of different plants and the water are shown. The video ends with the narrator announcing that they are boarding the ship to their next adventure.

A month later, the next adventure was released with episode two of Blue Escapade. It begins in a similar manner with shots of water crashing. The narrator announces that this episode is from the lighthouse of Saint-Jean-Cap-Ferrat. The limestone cliffs, pathways and a staircase that leads to a cove surround this coastal landscape.

At this location names remain unrevealed to protect their secrets. This is evident in the title of the episode, "A cove without a name."

Embedded Video: <https://www.youtube.com/embed/pRoPmbG708U>

Episode Two

The aroma in the air embodies warmth and sweetness, orange blossom and petals. Once again the video ends with an indication that there will be another episode.

Each video's description directs the viewer to Elie Saab's digital magazine "The Light of Now." An article reveals that there will be one more episode that is "coming soon" titled "La Reserve."

"The three-part campaign allows Elie Saab to showcase a trio of stunning locales along the French Riviera, supporting the positioning of its Resort Collection fragrance, and works well within the traditional storytelling framework of beginning, middle and end," Mr. Gentleman said. "Each video adds more depth to the story behind this perfume that celebrates the scents, spirit and beauty of the French Riviera."

Timing is everything

Series can create an easy way for consumers to continually return to the brand, but timing of the episodes can affect the series.

For example, Mercedes-Benz expanded its fashion initiatives by producing episodes for an online series that features different creative minds.

The first film of the “Fashion Creatives” series appeared on YouTube on the Mercedes-Benz TV channel in February, and the second film was released much later in the year. By creating a continual series featuring different individuals outside the automobile world, Mercedes is creating parallels across industries while seeking the returned interest of viewers ([see story](#)).

Also, Scottish distillery The Dalmore introduced a new video series with the first installment featuring an elaborate whisky cocktail created at Claridge’s.

Each of the four episodes in the series will show the creation of a cocktail with The Dalmore’s whisky by an expert bartender at the most exclusive bars in London. This episode focused on Denis Broci, the bar manager at Claridge’s ([see story](#)).

Timing is everything for most campaigns.

"It appears Elie Saab has timed this online video campaign for its Le Parfum Resort Collection around the International Film Festival in Cannes taking place in May," Mr. Gentleman said. "With three videos and a month between the release of each, the campaign syncs well with the opening of a world-renown event in the French Riviera, the epitome of luxury and iconic resorts."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/hTk6Rrzaa2Q>

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