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Givenchy spurs inspirational memes for latest fragrance effort

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Amanda Seyfried for Givenchy's Live Irrsistible

By STAFF REPORTS

French fashion house Givenchy is encouraging its enthusiasts to "Live Irrsistible," to promote the brand's latest fragrance venture.

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With actress Amanda Seyfried as a repeat brand ambassador, the Live Irrsistible fragrance was launched in June, but Givenchy limited its promotional communications for the scent. When promotions did begin, the brand teased candid images of Ms. Seyfried holding up countdown signs to increase anticipation for a "secret" debut.

Irresistible UGC

In between images for the countdown, Givenchy shared campaign stills and a short video for the Live Irrsistible fragrance, a mixture of fruits, flowers and spices, available exclusively at retailer Macy's. Then, on Oct. 14, Givenchy encouraged consumers to "join the irresistible movement" by using the Live Irrsistible photography application.

Housed on Facebook, the Live Irrsistible photo app allows a user to "let [her] happiness shine." First, the user selects an image from her Facebook or Instagram account or uploads a photo from Givenchy's gallery or her device.



Amanda Seyfried for the Live Irrésistible photo app

The Givenchy gallery includes behind-the-scene images of Ms. Seyfried's Live Irrésistible campaign, and the final edit shot in a Paris apartment. When an image is selected, the next step asks the user to choose a text block to add to the photo.

Text blocks include playful and inspirational mantra such as "Smile, it's cheaper than a pair of shoes," "Choose happiness" and "At least it's not Monday #Happy," among others. When a motto is selected it appears as an overlay on the image, which can be moved and scaled as the user sees fit.

In the next step, the user can select a filter such as black-and-white, sepia and rose-hue. After the image is complete, the user can enter basic contact details before seeing the final photo that can then be shared via Facebook, Twitter and Pinterest.



Givenchy's Live Irrsistible photo app example

Photo filters have become a common way for brands to allow consumers to create personalized content that retains a campaign message.

For instance, French footwear and accessories label Christian Louboutin is letting its consumers further display their affection through photography with a branded filter application for iOS.

Much like a branded version of Instagram, the Louboutinize app enables consumers to add one of a handful of exclusive filters that represents an example of the label's aesthetic to their photos, which can then be shared on social media. Christian Louboutin's fans actively produce user-generated content showing their favorite purchases, so this app launch may provide new inspiration and spur additional photo snapping ([see story](#)).

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