

INTERNET

## La Mer positions origin story as "holiday miracle" in short film

December 14, 2015



*Still from La Mer's The Story of Max*

By STAFF REPORTS

Estée Lauder Cos.' Crème de la Mer is reimagining the story of its creation and eternal draw toward the sea to inspire consumers around the holidays.

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"The Legend of La Mer" weaves the tale of Max Huber, a rocket scientist who discovered the healing powers of kelp when he needed them the most. While La Mer loyalists may be familiar with the brand's story, retelling it with a seasonal tone will help connect the brand's audience with its followers around the holidays.

### Story time

On Facebook and Instagram, La Mer is telling the story in 15-second increments, keeping consumers tuned in for the ending. For those who cannot wait or want to watch the tale all at once, the brand has also shared the full short film on its Web site.

The video tells the story as if narrating an animated picture book. A female voiceover describes the plot as a sketched version of Max is seen acting out the story.

Max's curiosity is established at the beginning, as the video shows him out on the beach looking up at the stars. However, his position as a rocket scientist mixed with his inquisitiveness leads to a fiery accident and burns.

The scientist then starts a years'-long quest to find a cure for his scars. He devises many different balms from nature, but none of them work.

Max then returns to his beloved sea. The video shows him diving out of a rowboat into the water, leading him to think next of seaweed.

According to the film, the protagonist took the kelp and fermented it, creating what is now La Mer's miracle broth.

### *A Holiday Miracle from La Mer*

As if a children's book, La Mer ends with a message, saying, "Sometimes the greatest secrets in the world are hidden just beneath the surface. One need only have the curiosity to find them, the courage to see them and the persistence to not give up along the way."

Other brands have looked to their own histories to engage fans around the holidays.

Swiss jeweler Piaget is asking its consumers to "discover the story" in a holiday marketing effort that tells of the brand's passion and creativity.

On its Web site and on Instagram, Piaget is unveiling its heritage alongside its holiday season selection in a series of brief animated videos. The use of new media to tell an old story will bolster the brand's contemporary relevance and position its products as ideal holiday presents ([see story](#)).

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