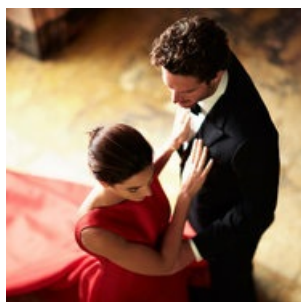


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## Dream-based storytelling captures attention of larger demographic

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*Image from Carolina Herrera The Art of Seduction campaign*

By NANCY BUCKLEY

NEW YORK Tying together a brand's story is essential to the introduction of a new product, according to an executive from Lloyd&Co. at Luxury FirstLook: Strategy 2016 on Jan. 20.

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Fragrances are emerging within brands typically known for apparel and accessories; the challenge is integrating the scents into the brand's overall persona. However, even after a full assimilation, it is fundamental that the actual scent represents the marketing surrounding the fragrance as a product.

"The upside of a fashion brand having a fragrance is it is top of mind all the time to the consumer," said Jodi Sweetbaum, president and managing director, [Lloyd&Co.](#)

"It is a natural and comfortable transition to remembering the fragrance," she said. "It is a great tool to up a consumer's engagement in the fashion brand."

Luxury FirstLook: Strategy 2016 was organized by Luxury Daily.

### Smelling dreams

Focusing on the fragrance as a pure product in the brand portfolio allows the elements that consumers associate with a brand to translate directly into the fragrance.

Often it is the packaging and the physical being of the product that can be held that allows consumers to associate a brand with a fragrance. However, the scent of the fragrance also adds to the brand.

"Fragrance is a dream," Ms. Sweetbaum said. "It is about the dream and whatever it brings to you, whether it is romance or luxury."

"The dream has to appeal to a wider demographic," she said.



*Daisy Dream model in bed of daisies*

When a brand embraces a new fragrance the iconic elements of the brand are incorporated into it. A successful fragrance within a non-beauty brand has a strong central core that embodies the brand.

Fragrances have proven to carry across generations and brands find loyalty in different scents within the same parent company. Also, both male and female consumers have interest in fragrances, expanding possibilities across gendered products.

Scents also serve as an entry-level product into a brand for many consumers.

#### Associating with stars

Celebrity endorsements have long been part of luxury brands, but with the introduction of a fragrance, the actor must fit the story.

For example, French label Christian Dior flaunted its Miss Dior fragrance through a short film starring longtime ambassador Natalie Portman.

The video was promoted on its own microsite and the brand's Facebook page, and it was shown as a television commercial. Although the brand frequently used celebrity endorsements, they may not be the safest choice as a brand ambassador ([see story](#)).

Other times the brand and fragrance has a celebrity face that has been carried through for years.

For instance, Dior released its newest J'adore fragrance campaign with ambassador Charlize Theron through a dedicated Web site and several videos.

The campaign was teased the week leading up to the release with short clips of Ms. Theron. It was then released on Sept. 3 and features longer videos of the actress as well as detailed information about the J'adore scent, which educated consumers about the fragrance and the collection ([see story](#)).

"Using a celebrity as part of the marketing as long as it is not about the celebrity and it is about the story, you will be success." Ms. Sweetbaum said. "When the celebrity takes all the attention you have a problem.

"Since the beginning of time is Charlize in Dior, when it started she was part of the story. She wasn't as famous, she was just part of the story."