

ADVERTISING

Jean Paul Gaultier takes cheeky look at fragrance factory in TV spot

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Video still from Jean Paul Gaultier's "Welcome to the Factory"

By SARAH JONES

French couture house Jean Paul Gaultier is offering an inside look at the fantastical process behind the creation of its fragrances.

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"Welcome to the Factory" is a one-minute tour filled with sailors and corseted models, who flirt, row and strut along the machines to produce Classique and Le Male. While the concept behind a factory may seem counterintuitive for a luxury brand, this humorous short enables Jean Paul Gaultier to once again reveal its brand personality.

"The commercial is a great mix of classic fashion with a modern flare, showing the inner workings of what goes into developing Jean Paul Gaultier's popular fragrances," said Hannah Kang, senior account supervisor at **Edelman Portland**.

"The models and sailors feeding off of each other's energy is fun to watch and the opera-style music mixed with fun beats further amplifies the playfulness of the creative," she said. "I like that the brand isn't taking itself too seriously while showing a sexy 'glimpse' into what goes into creating Classique and Le Male."

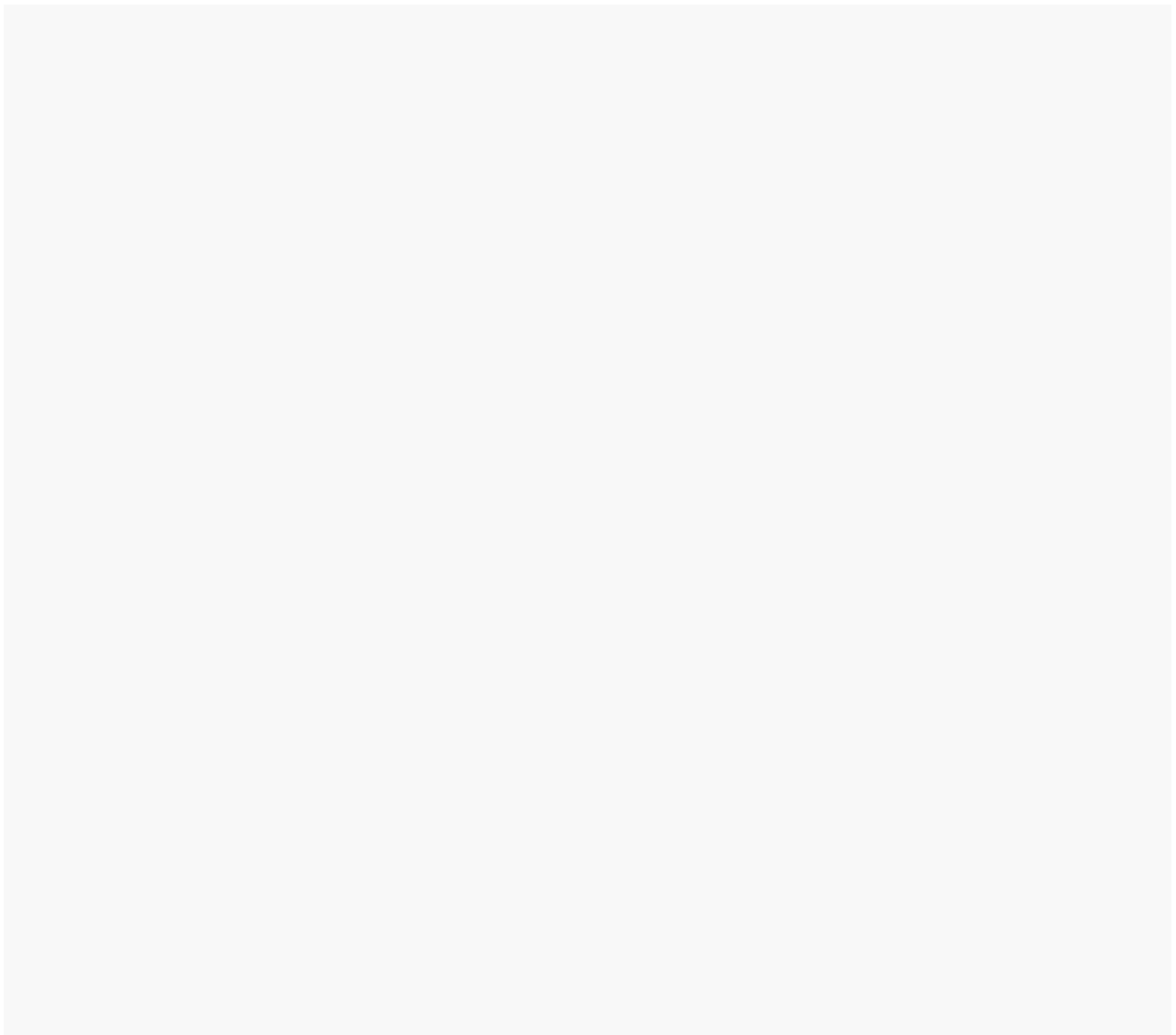
Ms. Kang is not affiliated with Jean Paul Gaultier, but agreed to comment as an industry expert.

Jean Paul Gaultier did not respond before press deadline.

Model workers

At its release, Welcome to the Factory took over Jean Paul Gaultier's homepage.

As the video opens, a mechanical door bearing the brand logo slides open to reveal a line of models. Led by Daphne Groeneveld, the pink corset-clad models stand on a conveyor belt and glide along an upper level of the factory.



Who will be Employee of the Month? The girls are getting ready! Go on: www.jeanpaulgaultier.com for more!
#JPGFACTORY #JeanPaulGaultier

A video posted by Jean Paul Gaultier (@jpgaultierofficial) on Jan 30, 2016 at 12:56pm PST

The camera then shifts to the floor, where a group of well-dressed sailors tug on ropes, manually tightening the laces on a larger-than-life bustier.

Models and sailors then work together, as the men row boats on spokes attached to a central hub. Within the inner gears, the models strut along the mechanisms.

Throughout their work, the men and women catch each other's gaze, with the ladies blowing kisses and the men literally tossing their hats into the ring.



Video still from Jean Paul Gaultier's "Welcome to the Factory"

Eventually, Ms. Groeneveld and the head sailor make their way to an elevated walkway, where they each pull a lever to rev up the fragrances, in corresponding shades of pink and blue.

The liquids flow through tubes and vials and end up spraying out of a contraption that resembles organ pipes, as an operatic soprano sings.

Standing admiring their work, Ms. Groeneveld shows a final flirtation, patting her male companion's behind.

At the very end of the spot, the factory is shown in miniature. As the camera pans backwards, it is revealed that the eponymous brand founder himself was pulling the strings from the beginning.

He says, "Closing time!" in French, and then snaps the metallic factory shut.

Jean Paul Gaultier - Welcome to the Factory

Of the video, the brand explains in its signature upbeat demeanor, "For the very first time, Jean Paul Gaultier is going to let us dive into the JPG Factory and reveal the behind the scenes. But, what's going on in his factory? Robots? Yes. Workers? Yes.

"Is it boring in here? Of course not! Because you can also find sailors, amazones wearing corsets, an organ with perfumes, boats, flowers. Classique and Le Male need all that, but they also need lots of secret ingredients to smell that good. But those ones, we shall not reveal them to you!"

This effort fits with Jean Paul Gaultier's previous advertisements for Le Male and Classique, again featuring the house iconography, including the sailor and the corset.

The brand's "On the Docks" video from 2013 jumps back and forth between a sailor on a ship and the woman he loves. The ship runs aground and tears through a city, leading the sailor right up to the window of his romantic interest ([see story](#)).

"Many times you will watch a commercial and not know what they are trying to sell until the very end," Ms. Kang said. "This commercial piques your interest enough in the beginning, making you wonder why these sailors and models are working together.

"Then you see the corset and realize it's a teaser into the shape of the perfume bottles," she said. "There's nice product integration throughout the commercial without showing the bottle over and over again."

Factory fiction

Fantastical factories offer a diversion from the typical craftsmanship film, offering a sometimes irreverent take on the making of luxury goods.

For instance, French couture house Christian Dior highlighted its golden gift selection for 2014 with a social video that took consumers inside an imagined automatus factory.

Dior's "Art of Gifting" campaign centered on a short film that followed the creation of some of its most iconic beauty products, as they traveled down assembly lines. Since the products featured were at a more accessible price point, this may have helped Dior inspire consumers to add some "enchantment" to their holiday season with the brand ([see story](#)).

This whimsical strategy is a good fit for entry-level beauty lines, since these more accessible products require less price justification.

For instance, French fashion house Givenchy portrayed the passion and emotion behind its makeup line with a short film that placed cosmetics in the lead role.

"Petites Histoires Extraordinaires" invited consumers into an imaginary world in which beauty products go to the cinema, flirt and attend runway shows. This communicated Givenchy's heritage of a flair for the dramatic, while also showing off the visual appeal of its products ([see story](#)).

"The fictional element of the factory gives viewers just enough of a glimpse and taste of what life in Jean Paul Gaultier's world could look like," Ms. Kang said. "A realistic depiction might actually sacrifice the brand's couture more so than one in a fictional setting.

"When I think of a factory, I envision a sterile and cold environment, whereas this fictional setting is better able to

tell the story of these fragrances and bring them to life," she said. "The feminine elements of the heels and corsets are balanced well with the masculinity of the machines and gears that allure both male and female audiences into what JPG is selling."

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