

INTERNET

Jean Paul Gaultier puts fragrance in perspective with 360-degree experience

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Jean Paul Gaultier's #BeTheBottle

By STAFF REPORTS

French couture house Jean Paul Gaultier is letting consumers see its brand from a new angle.

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The brand has developed a 360-degree experience in which consumers can observe a scene from a fragrance bottle's point-of-view. Increasingly, brands are debuting experiences that mimic virtual reality, inviting consumers into their inner workings through video.

Point-of-view

#BeTheBottle is an enhanced two-minute YouTube video, which acts as an extension of the brand's Factory campaign ([see story](#)). At the start of the film, fragrance model Daphne Groeneveld approaches a table and sets down a silver-colored can.

After she walks away, a male and female model approach the table from opposite sides, and the viewer needs to drag their mouse to see both the figures as they flirt. Eventually, the pair makes their way to the same place, and as they embrace, the woman takes the man's sailor hat and tosses it atop the bottle, covering its view, but that does not stop human onlookers from gathering.

Throughout, the user can take their mouse and scroll to the left or right, up or down to gain a full view of the factory.

Jean Paul Gaultier - #BeTheBottle 360 Experience

While those in the automotive industry were early adopters of 360-degree experiences, fashion and beauty brands are beginning to incorporate the technology to transport consumers through film.

For instance, French atelier Christian Dior welcomed consumers to its founder's childhood home in Normandy, France to better understand its Dior Prestige skincare line.

Mr. Dior was raised in Granville, Normandy in a villa, preserved by the brand to this day, that continuously acts as a source of inspiration for its wares, especially the property's extensive gardens. Dior's marketing communications always keep its founder close to its overall message, often using his idiosyncrasies and passions as a focal point as the brand continues Mr. Dior's legacy ([see story](#)).

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