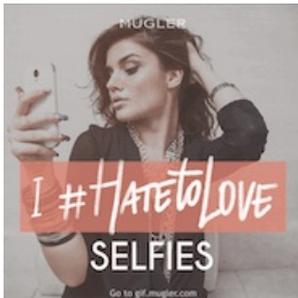


INTERNET

Mugler taps into consumer vices for Angel Muse fragrance effort

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Mugler's Angel Muse #HateToLove GIF

By JEN KING

French fashion label Thierry Mugler is asking consumers what they #HateToLove in a social effort created for its latest scent, Angel Muse.

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Angel Muse is the first fragrance release from the brand, which recently dropped the Thierry and retooled its logo to read as only Mugler in a new, modernized font. Mugler is positioning Angel Muse as "futuristic - gourmet" able to stimulate an "olfactory appetite" to the point of addiction, leading the brand to inquire what guilty pleasures its consumers are addicted to.

"Luxury brands create a lifestyle around their fragrances, and this campaign is no different," said Brittany Mills, director of digital marketing services at **Mobiquity**. "It is portraying a lifestyle and 'obsession' around certain things - so why not make the perfume one of them.

"I believe that the content and hashtag sparks curiosity which will help drive awareness for the fragrance," she said.

Ms. Mills is not affiliated with Mugler, but agreed to comment as an industry expert.

Mugler did not respond by press deadline.

Hopelessly addicted

Developed by Quentin Bisch, Angel Muse is derived from the 1992 fragrance Angel and features notes of grapefruit, pink berries, hazelnut cream, vetiver and patchouli.

Keeping the original scent close at hand, Mugler cast model Georgia May Jagger as the campaign's ambassador. Ms. Jagger's mother, model Jerry Hall, was the first face of the Angel perfume line.

In the 50-second film, Mugler explores the addictive qualities of the fragrance through the inclusion of sweets, sex, social media and smartphones, things consumers are commonly addicted to or obsessed. During the campaign video, Ms. Jagger is shown saying, "Love to hate," the tagline created for the Angel Muse effort.

Angel Muse, Mugler - The Film

Mugler has continued the message of its campaign film through a Facebook application that looks to followers of the brand to share the things that they #HateToLove.

The app includes a number of options to pick from, increasing the chances of a consumer selecting something they truly #HateToLove. Options include partying, shoes, fragrance, candy and shopping, among others.

Additional options include social commentary by offering "my phone" and "selfies" as suggestions. Since these activities are seen as becoming rude distractions and narcissistic by some, the honest approach may sync with consumers using the app who are aware of their habits.

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One is never enough! Confess your sweet addiction on gif.mugler.com ... what do you #HateToLove?

Posted by [Mugler](#) on [Thursday, March 24, 2016](#)

When a selection is made the image is repurposed with a filter that causes a colored distortion to appear, similar to a television screen without a sound network connection. Unlike other GIF generators, Mugler does not allow consumers to upload their own images or custom #HateToLove subjects.

The finished #HateToLove GIF can be shared across Facebook, Twitter, Tumblr and Pinterest. To further its communication with consumers a text box reading, "This is just the beginning of your addiction," asks for an email address to receive more "sinful secrets" in the future from Mugler.

Mugler's #HateToLove GIF generator can be viewed [here](#).

GIFting

Brands commonly have turned to GIFs and meme generators to collaborate directly with consumers.

For instance, U.S. jewelry brand Tiffany & Co. asked the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

The What is Love? effort served as Tiffany's Valentine's Day campaign, and featured testimonials from an assortment of individuals, a gift guide and a love generator that presented consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely serves as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).

Also, French fashion label Givenchy's Live Irresistible photo app allowed a user to "let [her] happiness shine." First, the user selected an image from her Facebook or Instagram account or uploaded a photo from Givenchy's gallery or her device.

For the image selected the consumer could overlay text blocks that included playful and inspiration mantras such as "Smile, it's cheaper than a pair of shoes," "Choose happiness" and "At least it's not Monday #Happy," among others. In the next step, the user could select a filter such as black-and-white, sepia and rose-hue. After the image was complete, the user could enter basic contact details before seeing the final photo and share ([see story](#)).

User-generated content shared to social media by consumers provides a campaign a larger reach than if it had posted imagery on its own.

"Image bases platforms such as Pinterest and Instagram help to visually display your passion and obsessions," Ms. Mills said.

"Whether that is travel or handbags and lipstick," she said. "I think that the campaign plays off of those obsessions very well and the images that are created represents the type of content that would be seen on those platforms."