

FRAGRANCE AND PERSONAL CARE

Lanvin champions rule-breaking romance in storybook update

July 7, 2016



Lanvin's Modern Princess campaign

By SARAH JONES

French fashion house Lanvin is weaving a contemporary fairy tale in which the heroine is a rebellious princess leading a double life.

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For its Modern Princess scent, the brand filmed a narrative that is both romantic and adventurous, with a secret-agent damsel as the protagonist. This campaign reflects a modern interpretation of femininity, in which women are not confined to secondary, passive roles.

"I believe the concept is, quite simply, this women are redefining the definition of femininity," said Melanie Sims, copywriter at [Walton Isaacson](#), Chicago.

"And the Modern Princess scent reflects all the qualities of women who regard themselves as modern princesses: glamorous, beautiful and at times, light, but also edgy, powerful, sharp and in control of their story."

Ms. Sims is not affiliated with Lanvin Parfums, but agreed to comment as an industry expert.

[Lanvin Parfums](#) was unable to comment directly before press deadline.

In the tower

Lanvin's Modern Princess campaign stars Steffy Argelich.

The print effort shows the model lying across a surface wearing a simple black sweater and minimal makeup. Her bare legs wrap behind a large-scale bottle of the fragrance.



Lanvin's Modern Princess campaign

A corresponding campaign film opens by setting the scene, showing the outside of a castle-like structure before sunrise. Ms. Argelich is first seen in a fitted black outfit, perched on the roof looking down at the driveway, having just returned home.

After spying a car parking, she throws a rope over the side of the tower and repels down, undertaking more leaps and acrobatic maneuvers before landing in the living quarters.

The camera watches her feet as she throws off her spy gear piece by piece, leaving the black apparel and accessories strewn on the floor. The viewer sees she has swapped this hard getup for a flowing red dress, which billows behind her as she climbs onto a bed.

In a supine position, she grabs a rose and holds it in her clasped hands, keeping her eyes closed as if she is Sleeping Beauty.

The owner of the car appears, a sharply dressed man. He leans down to kiss her, but before he makes contact, her eyes open and she pulls him closer, showing she is ready for her kiss.

Lanvin Modern Princess - The Film

"From the Mission Impossible-meets-Snow White twist, to the leading woman's luxe castle and her slick entrance into the spot, Lanvin shows it has a modern spirit," Ms. Sims said. "Still, there's a strong sense of Lanvin's heritage and brand image, thanks to the beautifully shot scenes and the elegant wardrobe."

Modern Princess, produced under Lanvin's licensing deal with Interparfums, is a sensual floral scent.

Beginning with top notes of apple and red currants, the heart is composed of jasmine and freesia. A base of white musk, vanilla orchid and blond wood leaves a lasting impression.

The clear bottle holding the pink juice is wrapped with a metal chain, a code of the fashion house. This comes in a red box with a white logo, again referencing the duality present in both scent and wearer.

Modern Princess is available from July in France, Belgium, Russia and Japan, with an international rollout slated for 2017.

Engaging individuals

Multifaceted protagonists can help illuminate the complexities of a particular scent.

Italian fashion label Gucci explored the captivating qualities of the woman who wears its Bamboo fragrance in a cinematic campaign.

Featuring Israeli actress Gal Gadot, the one-minute video explored the protagonist's enchanting capabilities from the perspective of a male voiceover. Associating a desirable personality with the fragrance may help inspire aspirational consumers to purchase as a way to create their own allure ([see story](#)).

Other labels have looked toward contemporary romantic scenarios to connect with today's consumers.

YSL Beauty embodied the pillars of modern masculinity with the release of L'Homme Ultime, a cologne for men.

The new fragrance joined the L'Homme range that launched in 2006, and was shared with YSL Beauty enthusiasts through an email blast, garnering attention through its subject line stating that the scent will be exclusive to the

brand's United States Web site. By phrasing its email as an exclusive, consumers may have been more inclined to view the message and explore YSL Beauty's latest offering ([see story](#)).

"This spot is for women who revel in all facets of their femininity, and who are defining it for themselves," Ms. Sims said.

"They'll relate to the duality of the woman in this spot she's both a princess and a superhero, of sorts," she said. "She can leap tower-to-tower in a single bound, but also appreciate an exquisite dress.

"She has an affection for fairy tales, but within that fairy tale, she presents herself precisely as she sees fit."

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