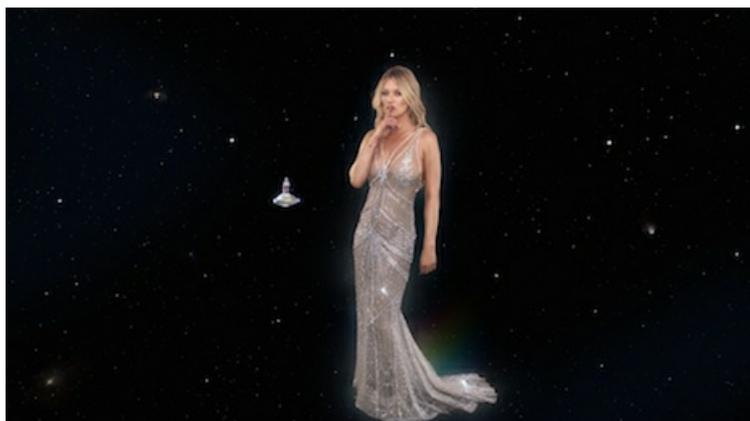


FRAGRANCE AND PERSONAL CARE

Charlotte Tilbury leverages VR to launch first scent at Nordstrom, Bloomingdale's

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Kate Moss for Charlotte Tilbury's Scent of a Dream

By STAFF REPORTS

Makeup artist Charlotte Tilbury is introducing her eponymous brand's debut fragrance with an out-of-this-world experience.

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For Scent of a Dream, the brand has filmed the first virtual reality footage starring Kate Moss, which allows the viewer to zoom among constellations and immerse herself in the perfume's world. Launching exclusively at Nordstrom on Sept. 1, the virtual reality experience will roll out to other Charlotte Tilbury counters across the United States later that month.

Inside look

Charlotte Tilbury's campaign film for Scent of a Dream, directed by Baillie Walsh, opens by showing Ms. Moss at a vanity applying the fragrance. She steps out in a beaded evening gown and heads to a party.

As she is dancing surrounded by a crown of revelers, she locks eyes with a man across the room, played by Nathan Mitchell.

He approaches her, and they perform a duet as he dips her and they spin. Their figures eventually morphs into the perfume bottle.



Scent of a Dream video billboard in London

Developed with director Antoine Wagner and content production studio Happy Finish, the virtual reality film premiered on Charlotte Tilbury's Web site on Aug. 18. The first 1,000 consumers to navigate to the site on that day received free Google cardboard headsets.

Consumers can also access the film via YouTube on mobile and desktop.

The virtual reality experience plays off the main campaign, as Ms. Moss appears as a celestial figure surrounded by an orb of light to guide the viewer. Seemingly in flashback, a party scene appears amid the stars, as the same love interest asks, "Do you remember me?"

Ms. Tilbury also makes a guest appearance, adding a fun touch for fans of the makeup personality.

360 Film: Kate Moss & Scent Of A Dream | Charlotte Tilbury

"The reason I wanted to create this virtual reality experience was to bring to life my scent for every user in a multi sensory capacity, even the ingredients and how they work," said Ms. Tilbury in a brand statement. "In the same way that Frankincense within my scent elucidates the beholder through the sesquiterpenes in it (proven to deliver oxygen to the brain), the VR takes the user literally through a portal into another world. It isn't unlike an experience of enlightenment.

"I have been obsessed with the physics for years, and wanted to explore the history of the universe through this experience," she said. "Not only is it a journey through space with perfume bottles as flying saucers and sheer vertigo from the enormity of it all, but it also physically/visually evokes the time-traveling' sensation and haunting effect that perfume can have on others.

"When you put on the glasses you are moving through time-spaces from party, to galaxy, to reality. The wormholes represent the emotional pathways that connect us all, but also the limitlessness of what this perfume can do for each and every one of us."

After a launch at select Nordstrom stores, the full virtual reality pod experience will also be accessible at Bloomingdale's flagship in New York from Sept. 19. Also from Sept. 19, consumers will be able to view the film using Google cardboard at Charlotte Tilbury counters across the U.S.

This was the first branded beauty experience to be shot on professional virtual reality camera Nokia Ozo.

For this campaign launch, Charlotte Tilbury has integrated new media touchpoints, including shoppable Snapchat content, Facebook Canvas units and page takeovers.



A 3D art mural in London's Covent Garden inspired branded UGC

"Charlotte Tilbury isn't afraid to be pioneering and as a brand it is fast becoming one of the most technologically engaged in the fashion/beauty sector, daring to venture into a brave new world of content by being one of the first to use VR to communicate the brand message," said Daniel Cheetham, chief interactive officer at Happy Finish. "It's a bold move by an aspirational brand that's bravely embarking on a new direction by leveraging a new medium."

Virtual reality is becoming more commonly used, as brands seek to create memorable, immersive marketing efforts.

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

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 ([see story](#)).

"Virtual Reality enables you to visualize the invisible," said Mr. Wagner. "It made sense to collaborate with Charlotte on a virtual reality project that allowed us to bring Charlotte's original scent dream to life. It was the only medium that could really express the enormity of Charlotte's vision: a vision which explores the multifarious layers, codes, references and ideas for her new perfume.

"I wanted the VR to recreate a synesthetic state of mind add to that bewilderment and intensity on the senses, and you have a new experience in which you can smell and understand the perfume through your eyes," he said. "VR allows us to create a frame for a limitless vision, you mentally lose yourself in Charlotte's virtual reality dream world."

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