

FRAGRANCE AND PERSONAL CARE

Dior highlights notes of adventure for its cologne with docu series

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Dior's Tales of the Wild by Sauvage series

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French couture house Christian Dior is using the art of video to embody a sense of adventure for its Sauvage cologne.

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As the face of Dior's cologne, actor Johnny Depp is lending his voice to Sauvage's new docu series that emphasizes the lure of adventure. The "Tales of the Wild" series details the lives of four men who are known thrill-seekers in varying industries.

"Dior's new fragrance, Sauvage, being presented as an adventurous scent by using steaming media to focus on nature such as the ocean in Oz and the way the waves connect is a great visual way to gain the interest of millennials who as a statistic love to travel- estimates are that by 2020 this group will take 320 million international trips - up from just over 200 million trips in 2013," said Marci Troutman, CEO of [SiteMinis](#). "Dior has clearly taken note of this statistic with their new docu series."

Adventure seekers

Dior's new videos feature the lives of four men and adventures in their respective sports. "Solace," episode one, shows surfer Harrison Roach discussing how he has made a living out of doing something he loves.

Intense footage of Mr. Roach surfing the waves of Australia paired with powerful instrumentals personifies the passionate adventurous lifestyle that Dior wishes to bring to life through Sauvage. Each video opens with nature footage relevant to each man's passion and Mr. Depp's narration saying, "This is a call for the wild at heart, for men in pursuit of something greater, this is their story."

Views of Australia's ocean are shown while Mr. Roach explains the concept of the mythological surf god Huey and how it feels to be a surfer.



The fourth episode of Tales of the Wild

The Tales of the Wild videos also showcase rock climber Ethan Pringle, safari guide Jakob Von Plessen and Force Basque competitor Arthur Van Der Putten. The videos named "Aizkolari," "Gaucho" and "El Capitan" each highlight the lives of the men in the same format as the Solace film.

Each of the men showcased in the series drastically changed their lives to connect with nature and tap into their adventurous spirit. Directors Clement Bauvais and Arthur de Kersauson are behind the series.

Dior is sharing the episodes through social media but has also created a dedicated Web page that personifies each story through text accompaniment.



Tales of the Wild's Gaucho video

Mr. Depp has been the face of the men's cologne with a series of ads that hope to showcase a thrill-seeking and passionate lifestyle.

Sauvage

The French fashion house has been leaning on male individuals for its family of Sauvage scents repeatedly, hoping to create a clear picture of adventure. The brand recently highlighted the appeal of the men who have worn its Eau Sauvage fragrance in a cheeky manner.

The animated, one-minute video depicted the Sauvage man as a sex symbol, surrounding him with women who find him irresistible. With Eau Sauvage's release dating back 50 years, this film is a way to introduce a new generation to the scent ([see more](#)).

Dior selected actor Johnny Depp as the ambassador for the male fragrance in 2015.

For the first time in his accomplished career Mr. Depp is serving as a celebrity fragrance ambassador for Christian Dior Parfums. Given the uniqueness of the partnership, master perfumer Francois Demachy developed the Sauvage fragrance for the occasion ([see more](#)).

"Video is the best way in this fast pace world to grab the attention of the up and coming demographics, period," Marci Troutman said.