

FRAGRANCE AND PERSONAL CARE

Christian Louboutin casts multifaceted women's love interests for debut fragrance films

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Christian Louboutin's fragrance trio

By JEN KING

French footwear brand Christian Louboutin is introducing its women's fragrances from the comical-yet-romantic perspective of their wearers' lovesick male counterparts.

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Christian Louboutin ventured into the fragrance category after a successful entrance into color cosmetics and now offers female consumers footwear, accessories, lipstick and nail varnish to create a head-to-toe, branded look. When launching its first signature scent, Christian Louboutin debuted a trio instead, with three perfumes that capture the multifaceted desires and personalities of a woman ([see story](#)).

"In a small study from a few years ago, British researchers identified that men who were considered funnier were also more likely to be considered more attractive for short- and long-term relationships," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "Using humor in the video spots is just a way to appeal to what most women look for in men and to become more relatable.

"If the men came off too sexualize, the fragrance commercial may not be relatable enough for the majority of the viewers. Humor is a way for them to connect," he said. "Casting male leads in a commercial that is geared to mostly females is just a way to get people talking about it.

"It's eye catching and grabs the attention of viewers because Louboutin is mainly known to be a woman's brand, therefore using men to promote the new fragrance was designed to get people discussing it and bringing more awareness to it. We're discussing it now, therefore their idea worked."

Mr. Louangvilay is not affiliated with [Christian Louboutin](#), but agreed to comment as an industry expert.

[Christian Louboutin](#) was unable to comment directly before press deadline.

Love me, love me

Christian Louboutin is promoting its three scents, Bikini Questa Sera, Tornado Blonde and Trouble in Heaven, on its

YouTube channel as well as its Web site's home page.

The three videos created for the scents feature three male protagonists in different scenarios. While the women in question are never seen in the films, they are the subject of discussion, adding a humorous element to the films.

In the video for Bikini Questa Sera, two men are seen in a dressing room. One is trying on a purple floral robe and the other is digging in the closet.

The man in the robe asks his friend, "What the hell does she need with all this stuff?" and the man emerges from the closet to reply, "We're just going to the beach!"

As the conversation continues, the robed man tells the woman's beau to pack the clothes that he wants to see her in, rather than the long list of items she has asked him to pack for her before their flight. In response, the beau says, "Her Bikini Questa Sera [fragrance]."

Christian Louboutin introduces: Bikini Questa Sera

Christian Louboutin's Bikini Questa Sera is described as "the scent of the sun," a warm perfume with notes of jasmine and tuberose.

The second scent in the collection is formally introduced by a video that begins with the man dressed in the robe in Christian Louboutin's first video singing in the shower. The camera then pans to his friend from Bikini Questa Sera's video sitting on a couch, who asks, "What's he so happy about?" and a third man sitting on a chair responds, "Some girl."

The man on the couch then yells to his friend in the shower, "Who is she?" When asked, the bathing man says, "I don't know. Everyday when she goes by it's like a tornado in my heart. She turns me upside down."

He then continues to drone on and on about this woman who has never spoken with. His friends poke fun at his infatuation before the scene concludes with a shot of Christian Louboutin's Tornado Blonde fragrance bottle.

Tornado Blonde is characterized as the scent of "love and adventure" and features notes of rose, violet and cassis.

Christian Louboutin introduces: Tornado Blonde

Christian Louboutin final scent is the trio is Trouble in Heaven.

In the third video, the man on the chair in the second video is seen laying down on the floor with throw pillows underneath his head while he talks on his cell phone.

The scene cuts to the Bikini Questa Sera man on the other end of the phone, who says that he saw his love interest the night before. He describes his love interest as seeing "a red light, and you drive right through anyway."

Acknowledging that he is in deep, he continues to describe how intoxicating the woman is, equating her to "some kind of Trouble in Heaven."

Christian Louboutin introduces: Trouble in Heaven

Christian Louboutin describes Trouble in Heaven as being for the "woman who wants to provoke" with notes of iris, patchouli, tonka and oriental amber.

The footwear brand's fragrances are housed in a glass objet d'art decanter with gradient colors representing the different scents. Designed in collaboration with Heatherwick Studio, Mr. Louboutin wanted the bottles to be "tactile and hypnotically visual" while showing the movement and life within the vessel.



Christian Louboutin's three debut fragrances

Christian Louboutin fragrances retail individually for \$275. Currently, the scents can be purchased from Christian Louboutin's Web site.

Making scents of love

Fragrance marketing narratives often rest on the concept of infatuation, yearning and romance.

For example, YSL Beauty is bottling up the feeling of a contemporary, euphoric love affair free from convention with an alluring campaign for its latest women's scent.

The launch campaign for Mon Paris draws from the French city's position as the place for lovers, inviting the viewer to succumb and let a vertigo-inducing romantic tale take hold of them. Giving consumers a firsthand experience of what this high-energy love feels like, YSL Beauty created a 360-degree video that depicts a race through Paris ([see story](#)).

"In my opinion, the fragrance commercials reveal just enough information to peak viewers interest without revealing too much," Mr. Louangvilay said.

"The commercials, similarly to other fragrance brands, are designed to keep the mystery there to persuade consumers to learn more," he said. "I do believe the commercials could have hinted more at the fragrance earlier on because as a viewer, it takes awhile for it to connect that it is a fragrance commercial."