

FRAGRANCE AND PERSONAL CARE

Trussardi campaign illustrates love story that refuses to end

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Trussardi's video for Uomo and Donna

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Italian label Trussardi is breathing a note of drama into its new fragrance campaign with a love story leaving viewers waiting for the next leg.

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The first video of the new campaign combines the pull of a love story narrative with a seductive setting to establish an essence of a dangerous, rule-breaking environment. **Trussardi's** love story hopes to embody passion, hoping to entice both sexes for its men's and women's fragrances but in terms of innovation for video it does not reach potential.

"While Trussardi certainly has captured the "sultry Italian luxury + sexy" vibe with the new Uomo and Donna video, as a campaign, it falls short," said James McNally, director of digital strategy at **TDT NY**. "The overall aesthetic - while undeniably compelling and attractive - does little on it's own, especially in a world where Kenzo has upped the bar with a Spike Jonze-produced commercial spot that (briefly) set the internet on fire."

Mr. McNally is not affiliated with Trussardi but agreed to comment as an industry expert.

Turssardi did not respond by press deadline.

Passion and intensity

Even though viewers cannot smell the notes of **Trussardi's** fragrances when viewing its campaign, their essence is being represented through images, music and story. While the narrative of the video is subtle, it still leaves viewers attentive to the unfolding plot.

Filmed in black-and-white, the campaign shows a woman grabbing the attention of patrons of a gentlemen's club after she ignores protests from a doorman. His cries that she cannot enter because the club is for gentlemen only go unnoticed, as she throws her coat at him and walks into the venue.



A Trussardi woman turns heads

Men throughout the club turn their heads and stop to stare at the woman, who glances around the room, flicks her hair and then continues on grabbing two Champagne flutes along the way. When the actress enters the club, the music bursts aloud with a tune that embodies an edgy attitude of someone on a mission.

On the roof of the gentlemen's club, a man is gazing out when the woman arrives and hands him a glass. Close-up images of the two are quickly cut together before the man says, "So it is not over."

The woman replies with a simple, "No, not yet," which prompts the music to swell repeating their words.



Trussardi Donna embodies strong women

Trussardi's Donna fragrance is represented by the woman in the narrative to manifest a strong and determined personality. The story of their affair will unfold through a series of Trussardi campaign videos.

Milan museum Villa Necchi Campiglio was the setting for the video, which was transformed into the gentlemen's club entitled The Chaos Club. Trussardi chose the museum for its elegance, hoping to create an exclusive atmosphere while expressing passion and danger.

Trussardi Parfums Uomo Donna

Persona and innovation

The Italian fashion label works to establish specific personas for its different campaigns, lines and products in different unique manners.

For instance, Trussardi immersed consumers in the ambiance surrounding its fall/winter 2016 menswear presentation through a dedicated Tumblr account.

The brand's Tumblr brought together multimedia surrounding its show at the public art gallery Pinacoteca di Brera in Milan, during which a handful of young musicians played their interpretations of classic rock songs. Bringing together this content in one platform allowed the brand to tell more of a story about its show ([see more](#)).

Trussardi also reached out to aspirational consumers with a social contest surrounding its stylish Coca-Cola Light cans.

For #ElegantlyCool, the brand asked consumers to share a photo of their own Trussardi Coke for a chance to have their picture featured on a dedicated microsite and to be entered to win prizes from the fashion label. Partnering with Coca-Cola gave Trussardi access to a wider consumer base for this campaign, and the low cost of entry may have boosted participation ([see more](#)).

"For some luxury brands - especially those which court the aspirational customer through lower-priced products like fragrances, there certainly is a logic in putting out content that reinforces the brand's connotation and niche, but frankly, consumers have content fatigue, and a commercial - even one with high production values - needs to have some sort of hook," Mr. McNally said.

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