

FRAGRANCE AND PERSONAL CARE

## Nina Ricci tells friendly tale to promote companion fragrances

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*Image from Nina Ricci's Nina & Luna campaign*

By SARAH JONES

French fashion label Nina Ricci is personifying two complementary scents with a model pair who are equally inseparable and compatible.

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Frida Gustavsson, who has been the face of the brand's Nina perfume since 2013, is joined in this campaign by her real-life best friend and fellow model Monika "Jac" Jagaciak, who takes on the role of Luna, a newly released fragrance. Featuring true friends lends authenticity to the campaign, making their relationship a relatable reason to buy.

"Because Luna's composition was developed to be bold, mysterious and intense, it's the perfect pairing to the lighter, sparkling, and floral notes of Nina L'Eau," said Jennifer Bowles, senior art director at [MDG Advertising](#), Boca Raton, FL.

"Personifying the two scents makes them relatable to a broader audience," she said. "Whether you consider yourself the good girl or the bad girl, there's a fragrance to fit your personality or mood."

Ms. Bowles is not affiliated with Nina Ricci, but agreed to comment as an industry expert.

**Nina Ricci** did not respond before press deadline.

Through the looking glass

Nina Ricci's Nina has been out for a decade, with a number of variations of the fragrance released over the years. Ms. Gustavsson became the face of the scent family in 2013, portraying Nina L'Eau in a fantastical campaign.

The blond model is seen in a storybook-style house. She walks through a hallway lined with large-scale mirrors, pausing to touch one of the looking glasses.

The mirror ripples at her touch, and instantaneously transports her into a fairytale. She encounters an owl, and after whispering an instruction, she sets off through a botanical maze.

She finds a magical tree and plucks an "apple" off its branch, clutching what is actually a perfume bottle shaped like

the fruit.



*Frida Gustavsson for Nina Ricci's Nina L'Eau scent*

For its Nina & Luna spot, Nina Ricci dives back into the imaginary universe, this time with two protagonists. Filmmaker Gordon Von Steiner directed the commercial.

After setting the scene of an enchanted forest, the camera zooms into the trees. A snowy owl flies past, connecting the two efforts.

Nina and Luna appear. They wear matching gowns, with Nina's in white and Luna's in dark blue.

As they walk toward each other, a wolf appears, representing Luna's spirit animal. The pair holds hands and they begin to run barefoot, their woodland companions speeding along with them.

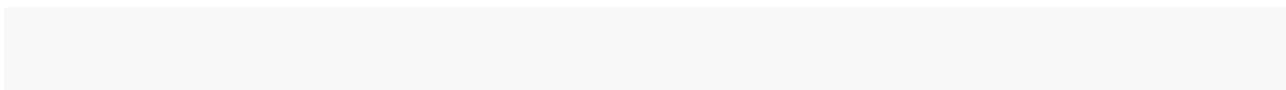


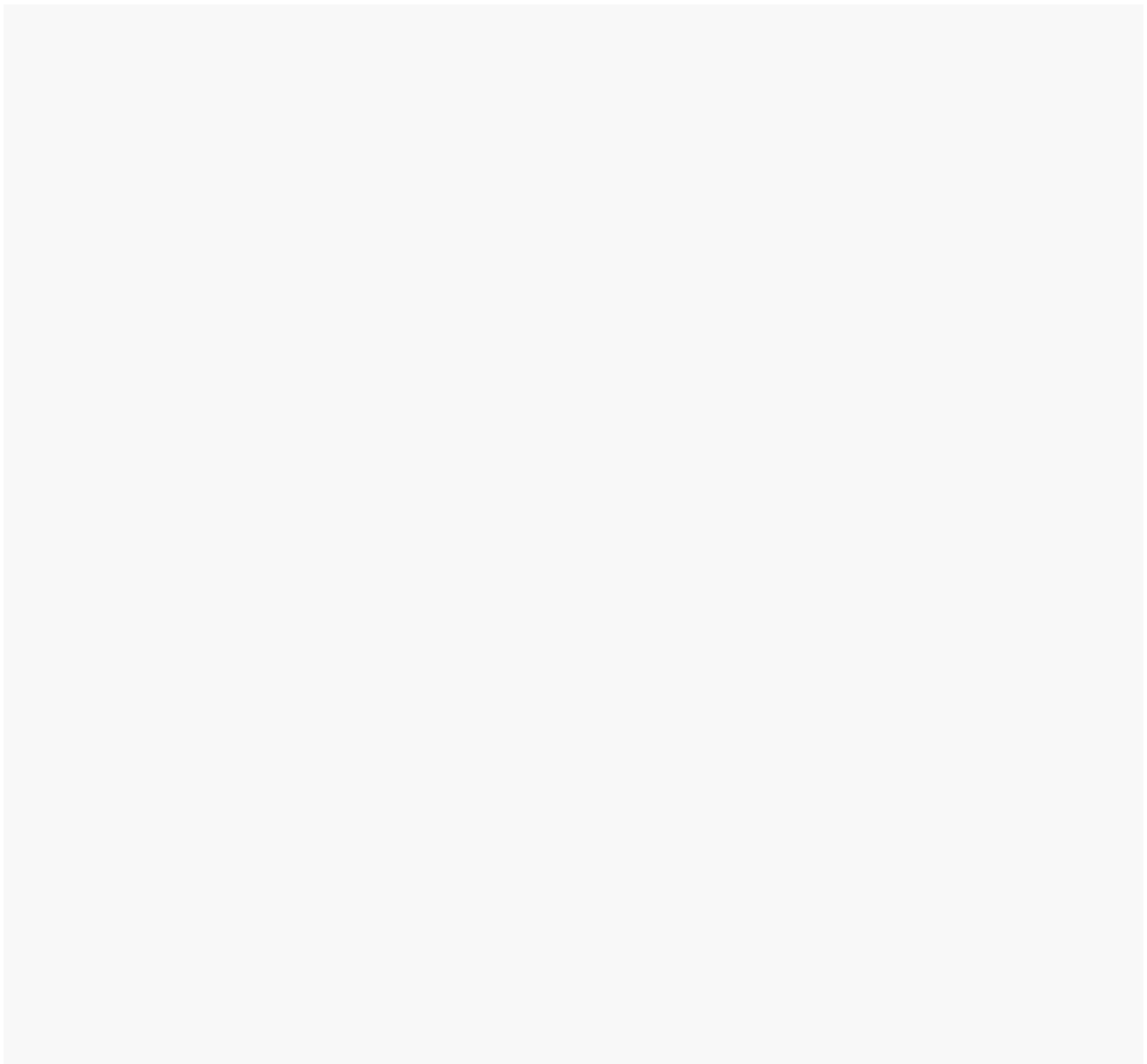
*Nina Ricci's Nina & Luna campaign*

The friends dance beneath a tree, where they find both of their bottles. This tree is shown again in a mirror, letting the viewer know that they have traveled back from the fantasy.

While the duo lies giggling and whispering on a bed, the owl and wolf are seen to have followed them back to reality.

On social media, Nina Ricci features photographs of the pair using the hashtag #LesBellesDeNina, showcasing their natural bond that mirrors the fragrances' connection.





Nina, the iconic fragrance. Luna, the new fragrance. Which one will you pick ? #NinaRicci #BelledeNina #Nina #Luna #frigaciak

A photo posted by NINA RICCI (@ninaricci) on Sep 16, 2016 at 11:32am PDT

Luna is meant to be a more daring version of Nina, a scent with a subtle sweetness courtesy of notes of candied apple, praline and vanilla. Going along with the romantic princess is Luna's powerful composition, which includes berry, orange blossom, caramel and sandalwood.

Similar to its counterpart, Luna comes in an apple-shaped bottle. Both these fragrances target a younger consumer, appealing to those craving a fairytale in a bottle.

It's all relative

Casting talent that has a genuine relationship with each other can help bring new dimensions to models' interactions.

For instance, couture house Elie Saab showcased a more rebellious side of its brand by pitting model best friends against each other.

The label partnered with Hunger magazine to feature some of its spring/summer 2016 ready-to-wear attire on real-life chums Eve Delf and Charlotte Wiggins. The relationship between the models lent a playful, natural feeling to the campaign that can only be found between friends ([see story](#)).

Also, French fashion house Lanvin highlighted its own familial bond with the winter 2014 advertising campaign,

which starred model Edie Campbell and her relatives.

To introduce the campaign, Lanvin filmed a three-minute video of the family members interacting with each other through a stand-alone door. This floating house door acted as a playful metaphor for the maison, which was founded by a woman dedicated to making clothes for her daughter ([see story](#)).

"I think [Nina Ricci's campaign] is saying that it's great to be a princess, but it's more fun when you have someone to share in the experience," Ms. Bowles said. "The 2013 campaign came from a slightly narcissistic point of view, but the new campaign feels more modern and relevant in today's social media climate of sharing."

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