

FRAGRANCE AND PERSONAL CARE

## Jean Paul Gaultier goes inside the bottle in immersive fragrance effort

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*Jean Paul Gaultier's Le Male and Classique Essence de Parfum bottles*

By SARAH JONES

French fashion label Jean Paul Gaultier is providing a new perspective on the olfactory composition of two of its fragrances through a virtual reality experience.

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For the launch of Classique and Le Male Essence de Parfum, the brand is allowing consumers to take on the point of view of a single drop of fragrance in 360-degree films. As virtual reality is becoming more prevalent, beauty marketers are finding ways to leverage the technology to better immerse consumers in a scent world.

"Fragrances are layered and complex," said Maureen O'Boyle, producer at **TAG Creative**. "By inviting the consumer to experience the perspective of a drop of fragrance, they are also inviting consumers to explore the multifaceted ingredients that make up the scent as a whole."

Ms. O'Boyle is not affiliated with **Jean Paul Gaultier**, but agreed to comment as an industry expert.

**Jean Paul Gaultier** did not respond before press deadline.

Contemporary couple

Jean Paul Gaultier's #BeTheDrop experience is accessible on the brand's Web site, as well as its YouTube channel. From the Web site, consumers are asked to navigate to their desired experience by moving a droplet with their mouse and releasing it atop a bottle of Classique or Le Male, which automatically starts the chosen film.

The film for Le Male Essence de Parfum opens on a single blue droplet, which moves slightly as an operatic track underscores the film. The video's vantage points goes inside of the orb, as the camera zooms through tubes past depictions of accords including fresh wood, leather and oriental.

Eventually, the film backs away from the drop, showing a bottle of Le Male Essence de Parfum alongside its tin can box.

*#BeTheDrop 360 Experience Le Male Essence de Parfum*

Classique Essence de Parfum's video begins in a similar manner, but travels through accords of spicy chantilly,

white flowers and woody musky amber before arriving at the bottle. The drop joins the rest of the amber-hued juice inside the bottle.

Both of these releases are updates of the 1990s releases *Classique* and *Le Male*.

*Classique Essence de Parfum* perfumer Daphn Bugey explains how she took *Classique* as a starting point, creating a new story based on the existing scent. In *Classique Essence de Parfum*, vanilla becomes Chantilly, Jasmine Sambac remains and synthetic molecule Cachalox is added for its seductive qualities.



*Visual representation of Classique's spicy Chantilly accord*

The bottle also got a makeover, courtesy of Marc Ange. He made the torso-shaped bottle thinner, with a more sculptural bust.

For *Le Male Essence de Parfum*, perfumer Quentin Bisch kept the lavender intact, but added cardamom for brightness in the top note. The heart note gets its leathery qualities from *Osmanthus*, while the base note is supplied by tonka.

Mr. Ange transformed the *Le Male* bottle by removing the sailor top from the sculpted chest, creating a more angular depiction of a torso.

Films taking consumers behind the scents' creations include shots of members of the atelier at work, creating a link between craftsmanship in couture and in perfume composition.

#### Bigger picture

Without the benefit of all senses, marketing fragrance in the digital space poses a challenge. Virtual reality has opened up opportunities for brands to communicate more about their scents than before.

Jean Paul Gaultier previously 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](#)).

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

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 ([see story](#)).

"Scent is the most complex of the senses with a strong link to memory and emotions," Ms. O'Boyle said. "VR presents an incredible opportunity to create immersive experiences that will trigger a consumer's sense of smell through memory.

"Using virtual reality to bring a consumer on a journey through a flower market, a hand grazing morning dew or cutting through a juicy orange will immediately evoke a scent in one's mind," she said. "Not to mention, considering the ways the VR has expanded in the last few years, I'm sure that scent is the next frontier of VR technology."

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