

FRAGRANCE AND PERSONAL CARE

Guerlain cites Angelina Jolie as muse of soon-to-launch fragrance

January 24, 2017



Angelina Jolie for Guerlain

By STAFF REPORTS

French perfumer Guerlain has named actress, filmmaker and humanitarian Angelina Jolie as the face of a not-yet-released women's fragrance.

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The partnership between the LVMH-owned house and Ms. Jolie was agreed on in Cambodia in December 2015 while she directed her film "First They Killed My Father." Guerlain's decision to appoint Ms. Jolie as a fragrance ambassador was inspired by a quote by Jacques Guerlain where he said, "We create perfumes for the women we admire."

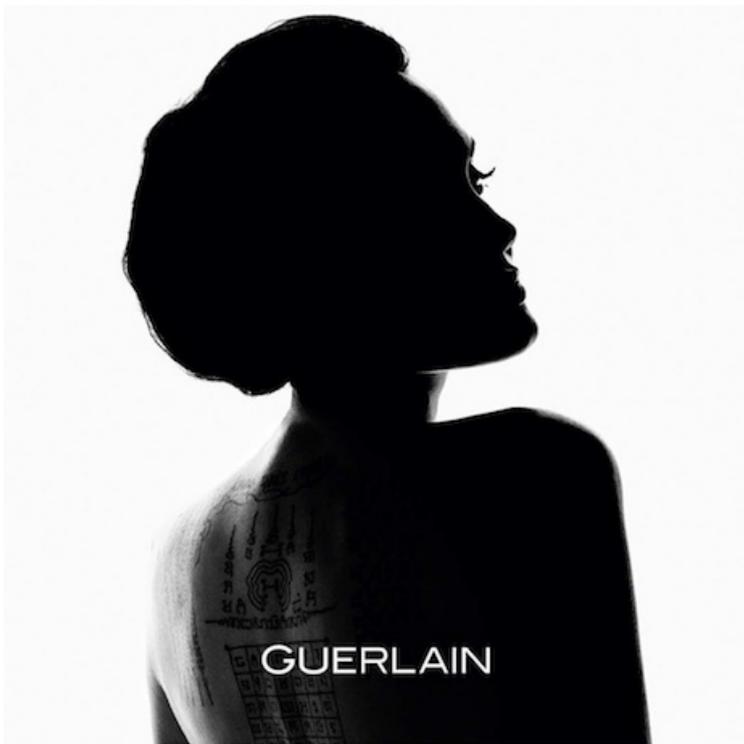
Modern muses

Set to launch in March, Guerlain's master perfumer since 2008 Thierry Wasser has created a scent in which Ms. Jolie was the muse.

Mr. Wasser describes Ms. Jolie as the embodiment "of modern femininity" due to her embrace of "choices, emotions and dreams." In addition to muse, Ms. Jolie will also serve as the perfume's ambassador.

Although details of its notes have yet to be disclosed, the scent has roots in Ms. Jolie's own childhood memories and her late-mother's love of a Guerlain powder. Given the personal connection, it is likely that the fragrance will have a powder-like scent profile.

As of press time, the only campaign detail to be shared by Guerlain is a black-and-white still image of Ms. Jolie looking over her shoulder.



Angelina Jolie for Guerlain

For Guerlain's campaign, Ms. Jolie is cast in shadow with only enough light to show a fraction of her tattooed back. Ms. Jolie's hair is tied back in an updo and her eyelashes add dramatic flare to the Cameo-styled silhouette. Guerlain's logo appears at the bottom of the image in white text.

In addition to her acting credits, Ms. Jolie is a filmmaker, special envoy to the United Nations Refugee Agency and cofounder of the Preventing Sexual Violence Initiative.

Ms. Jolie is donating her earnings for the Guerlain campaign to a charity.

In the past, Ms. Jolie has been worked with Shiseido and Louis Vuitton, among others, on brand campaigns. In 2011, Louis Vuitton selected Ms. Jolie to benchmark its Core Values campaign, targeting wealthy jetsetters through a dedicated site and print advertisements ([see story](#)).

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