

FRAGRANCE AND PERSONAL CARE

Guerlain bottles contemporary womanhood in Mon Guerlain fragrance

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Angelina Jolie for Guerlain

By JEN KING

French perfumer Guerlain is embracing a full embodiment of the modern woman in its latest fragrance campaign.

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Guerlain's "Notes of a Woman" tells the creation story of the Mon Guerlain perfume, inspired and designed in collaboration with the actress, filmmaker and humanitarian Angelina Jolie. Guerlain announced Ms. Jolie as the scent's muse and campaign ambassador in January, but only disclosed enough information to pique the interest of its dedicated enthusiasts.

"Behind Angelina Jolie and Guerlain lies a connection spanning decades, originating with a memory of her own mother's love for a Guerlain powder that she kept among her treasured possessions," said a spokesperson for **Guerlain**. "Scented with iris and violet, Angelina recalls its association with quality, elegance and femininity. Mon Guerlain is just that a fragrance created for an extraordinary, sincere and authentic woman.

"Guerlain has an extremely rich history and is one of the most prestigious French beauty brands dating back to the 19th century," they said. "The partnership with Angelina Jolie will further Guerlain's relationship with the American consumer and continue to establish itself as a leader in the luxury fragrance industry."

Model and muse

Mon Guerlain is described as the fragrance for "women who embody modern femininity, who embrace all that life brings and all sides of themselves." For Guerlain and its master perfumer Thierry Wasser, Ms. Jolie is the embodiment of this modern take of femininity due to her personal and professional ambitions and achievements.

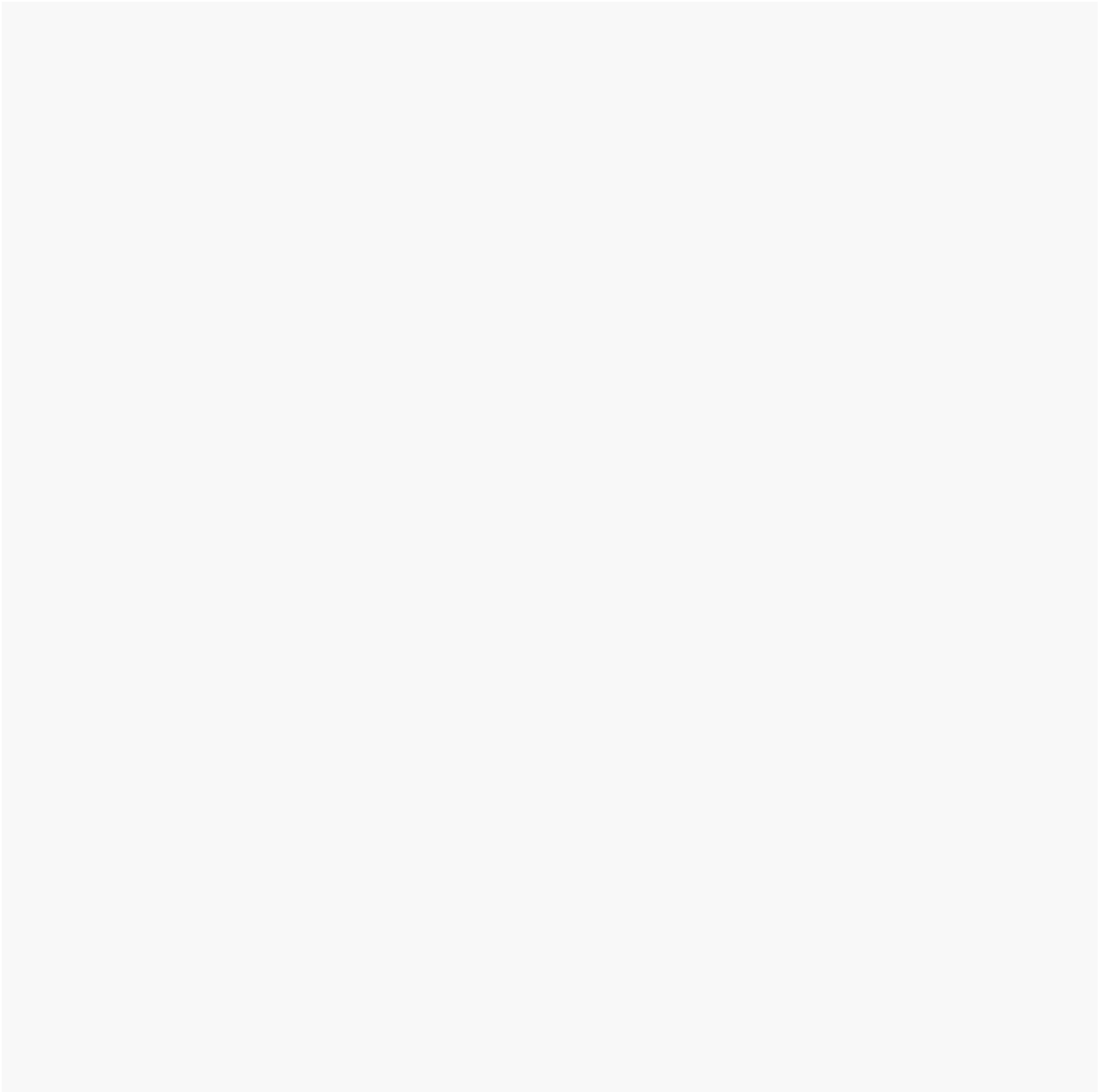
Guerlain's decision to appoint Ms. Jolie as a fragrance ambassador was also inspired by a quote by Jacques Guerlain where he said, "We create perfumes for the women we admire" ([see story](#)).

The LVMH-owned perfumer introduced Mon Guerlain with a gallery of olfactory notes shared to its Instagram account.

Mon Guerlain, a scent that has roots in Ms. Jolie's childhood memories and her late mother's love of a Guerlain powder, features notes of Tahitian vanilla, carla lavender, sambac jasmine and sandalwood.

Each scent note is brought to life by a GIF with fieldnotes, test tubes and raw materials to evoke the creation process. The caption tells where the ingredient was harvested, ensuring quality, and a quote from Mr. Wasser tells how individual essences blend to characterize Mon Guerlain.

For example, Guerlain selected carla lavender from the Drme Provençal in Southern France. Mr. Wasser selected lavender because of "[its simplicity] in parallel with its audacious side. It brings luminosity and freshness to the top notes of [Mon Guerlain]."



Carla Lavender is cultivated in The Drme Provençal, South of France. "I love this simplicity of lavender in parallel with its audacious side. It brings luminosity and freshness to the top notes of this creation." Thierry Wasser, Master Perfumer #MonGuerlain

A post shared by Guerlain (@guerlain) on Feb 22, 2017 at 4:01am PST

After exploring the scent notes of Mon Guerlain, the brand shared a pencil drawing of the fragrance bottle. For Mon Guerlain, Guerlain selected the quadrilobe bottle design by Gabriel Guerlain and crafted by Baccarat in 1908 due to its expression of "strength and sensuality."

Guerlain has also tapped Ms. Jolie for a campaign film. The Mon Guerlain film juxtaposes vignettes of Ms. Jolie in a room overlooking a garden and exploring the rooms of a home with scenes of a perfumer creating a scent. Other scenes focus on the natural environment that creates the film's setting.

The film comes to an end when the perfumer is satisfied with his creation followed by a scene of Ms. Jolie spritzing Mon Guerlain on her neck before she gracefully glides down the staircase.

Mon Guerlain - Angelina Jolie in 'Notes of a Woman' - Long Version - Guerlain

A shorter version of the film has been adapted for views on Instagram.

To bring the Mon Guerlain fragrance concept and design to life further, Guerlain has also created a craftsmanship video displaying the Baccarat's bottle creation process and an intimate interview with Mr. Wasser.

These videos can be found on Guerlain's [YouTube channel](#).



Angelina Jolie for Mon Guerlain

Mon Guerlain fragrance will retail for \$175 in select retailers and at Guerlain boutiques. The range also includes a body lotion and shower gel.

Women for women

Across women's categories, brands are looking to reimagine feminine codes by reestablishing what it means to be a woman in today's society.

Italian apparel and accessories brand La Perla, for example, demonstrated its deep understanding of the female form as it launched its first ready-to-wear collection campaign for spring/summer 2017.

La Perla's spring/summer 2017 collection was the first to be designed by Julia Haart, appointed creative director in August 2016, and is described as an interpretation of female liberation that embrace the body. As a female designer, Ms. Haart shares the values of La Perla's founder Ada Masotti who in 1954 opened a "lingerie laboratory" in Bologna to design lingerie that would make women feel sensual, beautiful and comfortable with themselves ([see story](#)).

Guerlain's selection of Ms. Jolie to front the Mon Guerlain campaign works in a similar way.

"Notes of a Woman re-imagines the story of the creation of the fragrance which was created for women who defy categorization, who embrace all that life brings and all sides of themselves, who are comfortable in their own skin and whose guiding spirit is to be true to themselves and to live a life of use to others," Guerlain's spokesperson said.