

FRAGRANCE AND PERSONAL CARE

Givenchy throws out the rulebook in lively effort

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Givenchy Live Irresistible campaign image; image source Sephora

By SARAH JONES

France's Givenchy Parfums is encouraging consumers to explore the world through a lighthearted lens in the latest campaign for its Live Irresistible line of scents.

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Reprising her role as the fragrance's face, actress Amanda Seyfried is captured in a series of vignettes that show her making "life a playground." Continuing the thread of previous campaigns for the collection, the spokesmodel inspires consumers to live their lives free from the limitations of rules or expected norms.

"The creative behind this campaign is sort of a 'Life is a playground' concept," said Jessica Barlow, vice president of communications, [Givenchy Parfums and Beauty](#), New York.

"The Very Irresistible fragrances represent an American discovering Paris, someone who is young, fresh, fun, confident, with a sense of humor and joie de vivre for life," she said. "It has a very sensual, beautiful, and playful approach. This woman is sexy, fun and confident.

"Amanda is a perfect face for these campaigns because she fits the image of all of these characteristics. The ad not only portrays her as beautiful and smart, but a woman who has a great sense of humor, and doesn't take herself too seriously. She seems to love life and new experiences."

Simply irresistible

Givenchy's films are featured on the brand's Instagram and YouTube accounts. The social media-friendly shorts are under 20 seconds long.

"Cake" finds Ms. Seyfried sitting on set in a robe. As a crew member comes up to check on her, the actress smiles and nods, but then a pastry catches her attention.

When the coast is clear, her eye contact with the baked good intensifies and she gives into temptation.

Also taking place behind-the-scenes of a shoot, "Selfie" first shows Ms. Seyfried blowing her nails dry in front of a mirror. Not one for down time, she grabs a phone and begins a photo shoot of her own, snapping herself making

flirty and silly faces at the camera.



Still from Givenchy's Live Irrsistible campaign

In "Menu," the spokesmodel takes a seat at an outdoor caf and swipes a marker from a waiter's back pocket. She proceeds to leave her mark on a chalkboard outside, inscribing the words, "Be irresistible."

Similarly, another film watches as the actress gives Rue du Louvre a makeover. After checking the coast is clear, she climbs a ladder in heels and pastes a banner over the street sign, changing its name to Rue Irrsistible.

Finally, "Taxi" opens on the actress as she tries to hail a cab. When the driver stops, she bends down and uses the passenger side window as a mirror, checking her hair.

As the driver rolls down the window, Ms. Seyfried simply gives him a thumbs up and sends him on his way, proving her original motive for flagging him down.

Live Irrsistible Eau de Parfum Dlicieuse

Reinforcing the connection between the spokesmodel and the campaign concept, Givenchy shared a behind-the-scenes film from the making of its ads. The actress' personality comes through, as she jokes about jumping into the Seine and

Givenchy's efforts are tied to its new release Live Irrsistible Eau de Parfum Dlicieuse, described as a "floral delicacy as sassy as it is sweet." According to [Fragrantica](#), the fragrance includes notes of Madeleine pastries, cherry, orange, rose, almond and vanilla and will hit retail this April.

Playful touch

Givenchy previously encouraged its enthusiasts to "Live Irrsistible," to promote the brand's latest fragrance venture.

With actress Amanda Seyfried as a repeat brand ambassador, the Live Irrsistible fragrance was launched in June 2015, but Givenchy limited its promotional communications for the scent. When promotions did begin, the brand teased candid images of Ms. Seyfried holding up countdown signs to increase anticipation for a "secret" debut ([see story](#)).

Another example of its whimsical side, Givenchy Beauty portrayed the passion and emotion behind its makeup line with a short film that places cosmetics in the lead role.

"Petites Histoires Extraordinaires" invites consumers into an imaginary world in which beauty products go to the cinema, flirt and attend runway shows. This communicates Givenchy's heritage of a flair for the dramatic, as well as showing off the visual appeal of its products ([see story](#)).