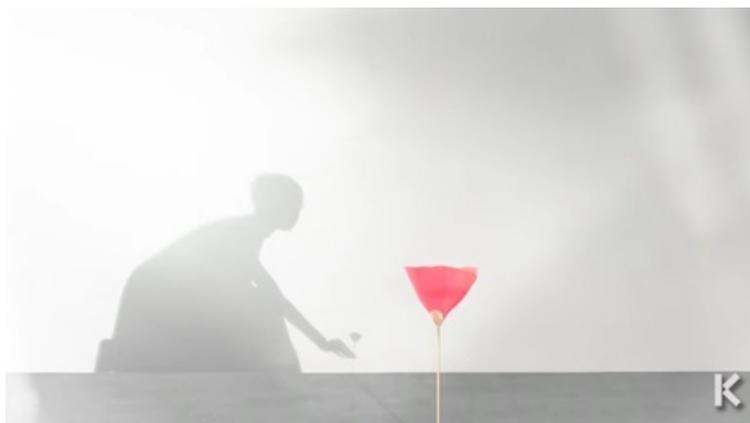


FRAGRANCE AND PERSONAL CARE

## Kenzo Parfums tells tale of modern sensuality in cinemagraphic narrative

March 28, 2017



*Cinemagraph created for Flower by Kenzo Eau de Lumire*

By JEN KING

LVMH-owned Kenzo Parfums is stepping into the light to introduce the latest pillar of its Flower by Kenzo fragrance collection.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Launched in March, Kenzo Parfums' Flower by Kenzo Eau de Lumire is described as an "ode to modern sensuality" with a composition of floral, citrus and white musk notes. The original scent was launched in 2000 and subsequent marketing communications developed for the fragrance range, including Flower by Kenzo Eau de Lumire, have relied on the color red and poppy flowers for a consistent representation.

"The video's artistic approach plays with the idea of light as a fragrance, encapsulated by the scent of a poppy flower," said Gina Delio, chief creative officer at [Tag Creative](#), New York.

"There are no words, but the strong visual language of the video, highlighted by the luminous femininity of the cinemagraphs, entices consumers to learn more," she said.

Ms. Delio is not affiliated with [Kenzo Parfums](#), but agreed to comment as an industry expert. Kenzo Parfums was reached for comment.

### Blooming in light

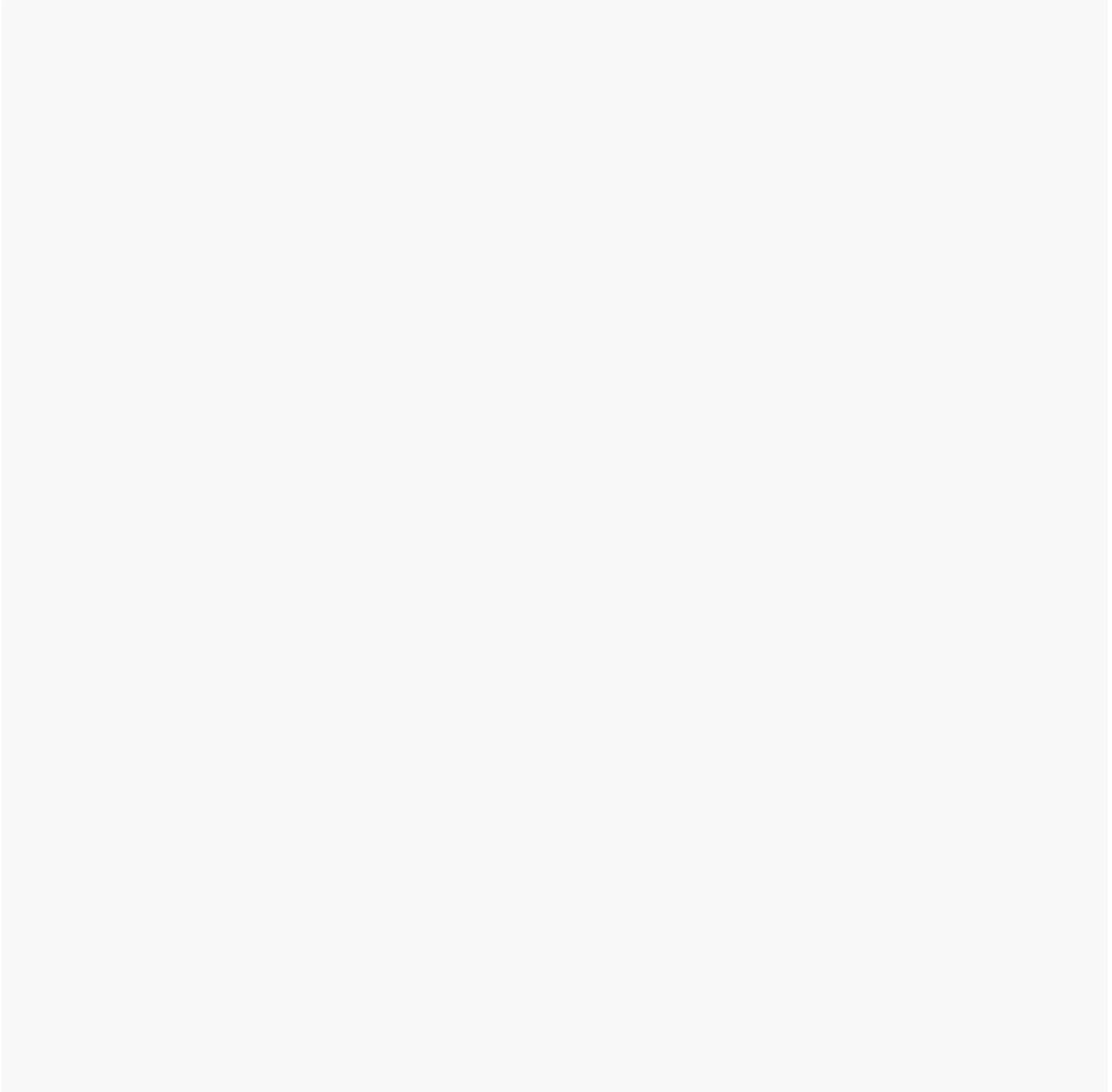
For "Step into the Light," Kenzo worked with mixed media artist Julien Douvier on a series of cinemagraphs, a type of hybrid image that is part photo, part film. The result is a technique that comes to life to form "visual poetry."

Housed on the Flower by Kenzo Web site, consumers can browse a cinemagraph gallery of images created by Mr. Douvier or view on the Kenzo Parfums Instagram.

"As an image-driven platform, Instagram is a necessary component of any digital marketing initiative," said Terry Rieser, chief operating officer at Tag Creative, New York. "Consumers today demand snackable content that is visually compelling and Instagram fulfills that need."

Step into the Light's cinemagraphs were also stitched together to create a linear film.

In the film model Tiah Beye "incarnates freedom as she walks towards the light, sensual, free-spirited and proud." The film features an original soundtrack created by Irne Drsel.



Light is life. #FlowerByKenzo #EauDeLumiere

A post shared by KENZO Parfums Official (@kenzoparfums) on Mar 10, 2017 at 8:51am PST

Step into the Light begins with a profile shot of Ms. Beye wearing a red dress and looking toward an off-screen light source. Shots following show Ms. Beye walking down a corridor, shielding her face from the light. Due to the cinemagraph technique, Ms. Beye's image repeats as she walks and fades as she steps out of the frame.

Other scenes show Ms. Beye, in multiple representations, as she slowly spins outside a modern building, walks over a bridge with her reflection seen in the water below or climbs a flight of stairs. Both the bridge and stairs show mirrored images of Ms. Beye for an abstract effect.

Clearly on a mission to find the light source, Ms. Beye continues through an urban-futuristic setting until she comes across a wall of glimmering light. The light soon fades to reveal a single poppy flower blooming from the ground, casting a shadow.

Kenzo's 90-second film concludes with Ms. Beye picking the flower and the three bottle sizes of Flower by Kenzo Eau de Lumire appear.

### *Flower by Kenzo – Step Into The Light*

Additional content found on Kenzo Parfum's Web site dives deeper into the fragrance's scent profile.

Web content also includes an interview with Alberto Morillas and Amandine Clerc-Marie, the two perfumers behind Flower by Kenzo Eau de Lumire. This is the first scent to be developed for Kenzo by Alberto Morillas.

A second video gives the viewer closeup shots of the Flower by Kenzo bottles. The sleek and curved, cylindrical design features an illustrated poppy on the bottle's side to echo the natural growth of the flower.

A cinemagraph says a thousand words

Increasingly, brands are ensuring campaigns are Instagram-ready to guarantee messaging reaches target consumers who use the image-heavy social media platform more than Facebook, Snapchat or Twitter.

Cinemagraphs have emerged as a popular addition for Instagram-ready efforts.

For example, U.S. footwear label Stuart Weitzman thought outside the box of traditional advertising with its first Instagram campaign featuring cinemagraphs.

The brand worked with Ann Street Studio on a series of Cinemagraphs, in which a still photograph is brought to life with individual moving elements. Running for two weeks, these images moved automatically on social media, catching consumer attention more effectively than a flat photo ([see story](#)).

Swiss jeweler Chopard looked to have consumers relate more closely to its pieces by using personification tactics.

The jewelry brand teamed with Ann Street Studio to create six characters for its The House of Secrets narrative, where each individual worked to represent different facets of Chopard's collections. Chopard's characters may work to help consumers select gifts, or make self purchases, dependent on the attributes of the individuals created for House of Secrets ([see story](#)).

"The beautiful hybrid nature of [Kenzo Parfums'] cinemagraphs, which feature arresting photography and video at once, allows the brand to tell the story of the fragrance over time through as series of shorter pieces," said Kaylee Hultgren, social media manager at Tag Creative, New York.

"Each cinemagraph stands alone while also functioning as an integral part of the overall story," she said. "In this way, the campaign's visual messaging is revealed piecemeal, creating an air of allure and mystery."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.