

FRAGRANCE AND PERSONAL CARE

Jean Paul Gaultier morphs scents into superheroes in comic series

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Video still from Jean Paul Gaultier's "The Sweet Scent of Justice"

By SARAH JONES

French fashion label Jean Paul Gaultier is enlisting the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

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In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand is getting into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enables the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s.

Jean Paul Gaultier was reached for comment.

Designer danger

Jean Paul Gaultier has recast its iconic Classique and Le Male scents in new packaging. On the respective male and female fragrances, Superman and Wonder Woman are seen bursting out from the torso-shaped bottles.



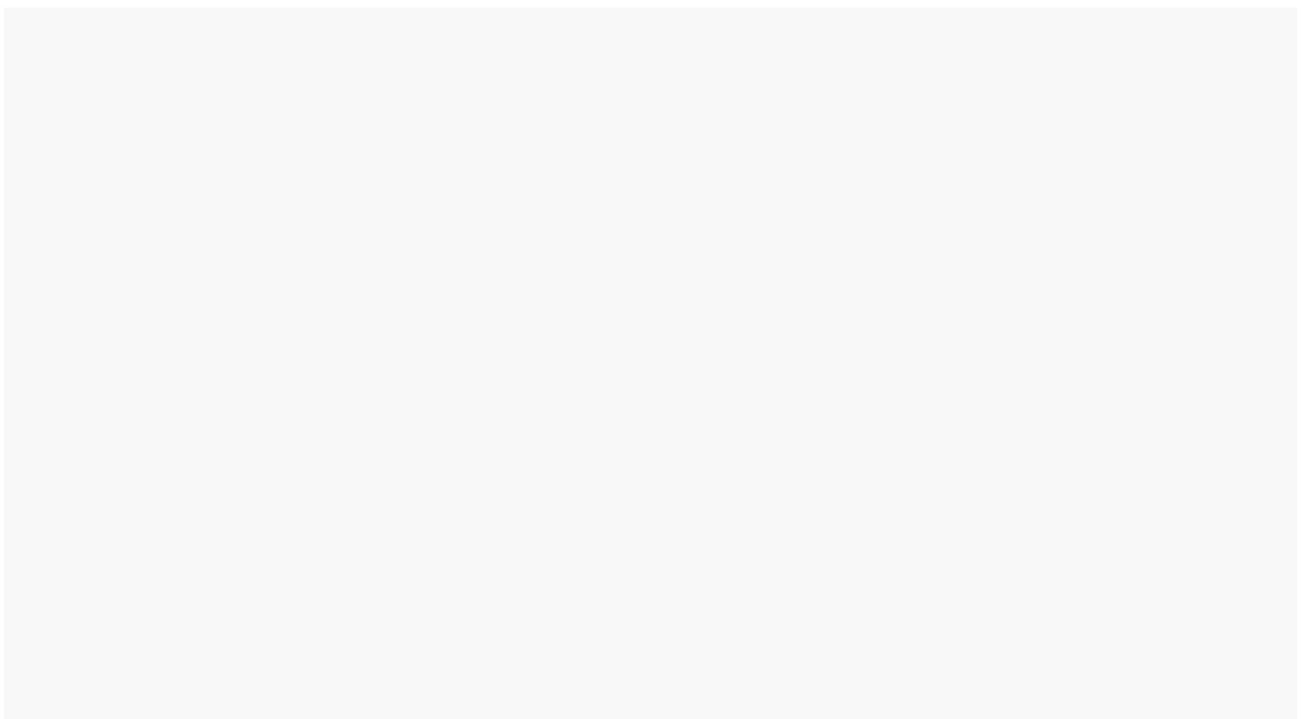
Jean Paul Gaultier's

Marking the launch, the brand has created a plot that brings together its high-fashion positioning with the suspense of the comic book world.

The first chapter of "The Sweet Scent of Justice" finds Superman and Wonder Woman arriving at Paris Fashion Week. The pair is dressed incognito, sporting eveningwear rather than their unitards.

Both heroes discuss an anonymous tip they got about a super villain's plans to thwart fashion week. Both worry that Jean Paul Gaultier himself could be a target.

The pair leaves the runway for the backstage area, and they go to meet Mr. Gaultier.



Let's welcome that superhero smell with open arms. #iLoveGaultier #WonderWoman #Superman

A post shared by Jean Paul Gaultier (@jpgaultierofficial) on Apr 5, 2017 at 9:32am PDT

In the second episode, titled "A Crazy Encounter," Wonder Woman remarks about Mr. Gaultier's eyes, which are glowing. He responds that they do not hurt, and he's "always seen the world a bit differently."

The designer explains that the villain trying to ruin fashion week kidnapped him and did this, with plans to also target everyone else at fashion week. When Superman asks not to be called by his superhero name while he is undercover, the heroes find out that Mr. Gaultier was blinded, and could not tell they were wearing plain clothes.

Mr. Gaultier also reveals he could tell it was the pair because of their scent, a nod to the perfumes.

The villain then appears on the runway, threatening the crowd. Dubbed "Crazy Quilt," the man wears a multicolored outfit that received derision from the "ivory towers," which prompted him to retaliate.

As of press time, Jean Paul Gaultier's series is being rolled out exclusively on its Instagram.

Pop culture

This is not the first time Jean Paul Gaultier has linked its signature scents to widely recognized characters.

The couture house introduced itself to a new market with the help of some animated friends.

Last year, the label released limited editions of its Classique and Le Male scents, featuring Betty Boop and Popeye, respectively. The popularity of the characters will likely extend beyond the brand's regular customers, who will also respond to the exclusive nature of the product ([see story](#)).

Superheroes have been the subject of other luxury efforts, as brands looked to imbue their marketing with a playful, familiar format.

French footwear and accessories label Roger Vivier showed off its spring/summer 2015 styles through a retro-futuristic comic book-themed catalog.

"Super Vivier" told the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthened the time consumers likely spent engaging with the new collections ([see story](#)).