

RETAIL

## Le Bon March Rive Gauche imagines an urban jungle for summer

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*Le Bon March's Attention aux gorilles*

By BRIELLE JAEKEL

LVMH-owned department store Le Bon March Rive Gauche is creating an urban jungle in its flagship, accompanied by an animated video, weaving a campaign story through a series of consumer interactions.

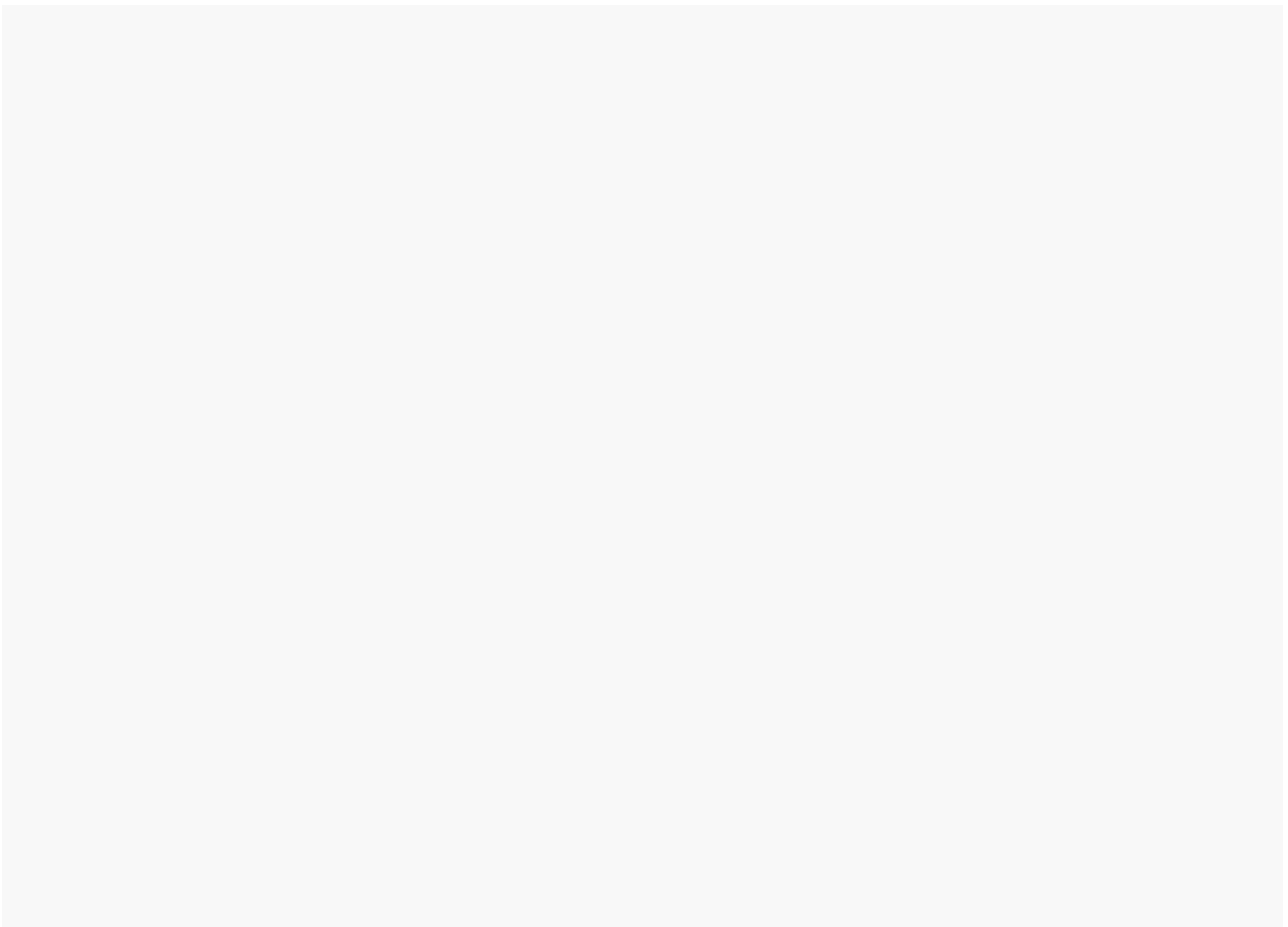
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"Attention Aux Gorilles" is the department store's campaign in celebration of the upcoming summer that starts out with an animated video from illustrator Ana Tortos. Gorillas and illustrations from the video will be featured throughout the store in various window displays amongst products.

"This program provides a playful and engaging association that is sure to grab people attention," said Michael Becker, managing partner at mCordis, San Francisco. "Providing reach creative, augmented with attention grabbing video has been proven to be an effective tactic for capturing and retaining people's attention."

Gorillas in the mist

Until May 28, visitors of Le Bon March Rive Gauche will be able to see Ms. Tortos interpretation of an urban jungle through the store.



Les beaux jours arrivent sur l'espace d'exposition "Attention aux gorilles" du @lebonmarcherivegauche. (Re)decouvrez l'un des modes classiques de la collection de lunettes de soleil SUN d'@izipizi, la #D Tortoise. Summer is coming to the "Attention aux gorilles" exhibition at Le Bon March.(Re)discover Izipizi's #D Tortoise, classic model of its sunglasses collection, SUN. #LeBonMarche #VuAuBonMarche @izipizi

A post shared by Le Bon March Rive Gauche (@lebonmarcherivegauche) on Apr 13, 2017 at 3:43am PDT

Translating to "Beware of Gorillas," the campaign reimagines what that idea, with playful animations of Gorillas interacting with other animals.

The animated video, featured with bright colors and unconventional sizes of traditional object and animals, begins with a turtle making friends with a gorilla as he snacks on fruit. Soon, a stork flies down to visit the gorilla and gives him a hug.



*Le Bon March's Attention Aux Gorilles campaign*

Other gorillas are shown flying kites, dancing and playing musical instruments.

Products of the campaign are celebrating summer with tropical prints.

The gorillas, the animated friends and scenery from the animated video are being displayed around the store, creating a real urban jungle on the ground floor.

*"Attention Aux Gorilles" video by Ms. Tortos*

A tote bag featuring a shadow of a gorilla with the phrase, "Attention Aux Gorilles" is available now as part of the campaign. The bag is being given away to those who spend 200 euros, \$213.95 at current exchange, or more online.

"As brands continue to grow and evolve, many are pivoting from being sedentary and timid to becoming storytellers and risk-takers," said Gusto Marulanda, creative director at [Mediacom](#). "It's important for brands to stay true to their core values and create experiences and content that connects with their audience and sparks a conversation."

#### Le Bon March

In a similar multichannel campaign, Le Bon March Rive Gauche put a spotlight on its customers and Parisian culture by preserving overheard moments.

Documentary filmmaker Loc Prigent observed conversations that transpired within the retailer's store and curated a series of quotes for an in-store exhibit titled "Heard at Le Bon March." The lighthearted project brought the atmosphere and characters found within the retailer's walls to life in an authentic way ([see more](#)).

Le Bon March also brought French footwear label Christian Louboutin to life in the in a pop-up at its store.

Part of the department store's celebration of Paris, Christian Louboutin's temporary boutique let visitors share a scooter ride with the brand's eponymous founder and take a look at iconic designs from the house over the years. Pop-ups often take branded retail to the next level, allowing brands to create an immersive shopping experience for consumers ([see more](#)).

"While the idea of interlacing the digital and physical is not a new and novel idea, this program is unique in its artful playfulness," Mr. Becker said. "The program is on brand. It is authentic.

"It should provide people with a lasting and memorable experience," he said.

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