

FRAGRANCE AND PERSONAL CARE

Jean Paul Gaultier builds excitement around scents via filmed reveals

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Image from Jean Paul Gaultier's #Funboxing campaign

By STAFF REPORTS

French fashion label Jean Paul Gaultier is tapping into vlogger culture with a dash of its typical sense of humor.

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A promotion for its fragrances finds friends of the brand engaged in #Funboxing, putting their own spin on the unboxing videos popular among the YouTube community. Through these films, Jean Paul Gaultier is taking an intimate look at some of its frequent faces, capturing them speaking off-the-cuff on camera.

Out of the box

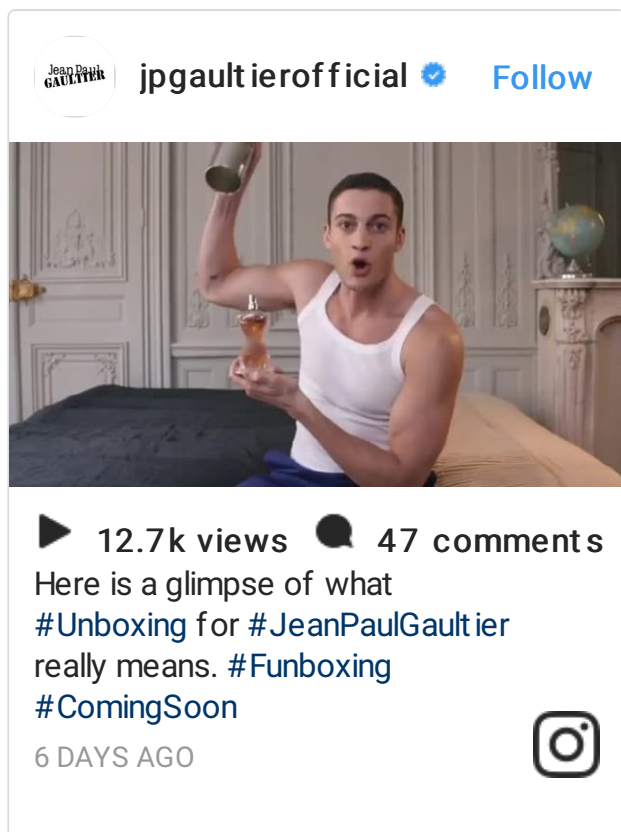
While incorporating a trend on YouTube, Jean Paul Gaultier's films debuted on Instagram.

The first film of the series finds model Daphne Groeneveld, the star of the brand's latest advertisement for its perfumes, talking directly to viewers. Wearing the house's signature pale pink corset, she announces that she received a present from Mr. Gaultier, and

excitedly opens a gift bag to find Classique's can-shaped box.

Rather than an overly produced film, the model sits in front of a still camera, as if recording a video blog post at her home.

A teaser for the entire series sees another personality using the box as a free weight, while one of the faces of the campaign comically struggles to open the packaging, eventually resorting to using the heel of her shoe. Outtakes also ensue, adding to the realistic approach of the series.



Vlogging is especially popular in the beauty space, with a number of brands tapping influencers or camera-ready individuals for campaigns.

U.S. fashion label Marc Jacobs has named the finalists of its casting call to find the brand's next beauty ambassador.

Launched in November 2016, Marc Jacobs turned to its social audience in the Cast Me Marc effort that relied on the brand's community of followers to source a brand ambassador ([see story](#)). As Gen Z consumers move up in the ranks, brands are beginning to formulate efforts in response to the demographic's penchant for video tutorials produced by amateur influencers ([see story](#)).