

FRAGRANCE AND PERSONAL CARE

Dior leans on vintage appeal to refresh perfume

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Dior Eau Sauvage Parfum campaign. Image credit: Dior

By SARAH JONES

French couture house Christian Dior is reinventing a classic cologne by playing into the scent's half-century of history.

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To market the new version of Eau Sauvage, a scent first introduced in 1966, Dior has looked back to a feature film with a similar vintage. While luxury often feels a pressure to modernize its image, a sense of heritage is a major selling point for buyers of all generations.

Parfums **Christian Dior** was reached for comment.

Test of time

Eau Sauvage was Dior's first fragrance for men. At the time of its release, the scent broke with the norm of colognes, becoming the first to include a floral note.

The scent has retained its place in the fragrance world for more than 50 years due to its timelessness.

Dior perfumer Francois Demachy's version of the scent opens with a note of bergamot. The perfume's heart is composed of Hedione, the floral note from the original, as well as lavender. Eau Sauvage's base is a Chypre accord.



Dior's Eau Sauvage bottle. Image credit: Dior

In addition to the juice, the flask-shaped bottle has remained largely the same, retaining Pierre Camin's design.

The glass bottle also contains a nod to Dior's fashions, with a thimble-shaped cap and pleated detailing that mimics draping. The bottle is also accessorized with a metallic belt, much like the cummerbund of a tuxedo.

Keeping this classic appeal at heart, Dior's campaign for Eau Sauvage takes its cues from a vintage film. Rather than casting modern day models for a photo shoot, the brand used footage from the 1967 release "The Last Adventure" to illustrate the persona of the Eau Sauvage man.

Robert Enrico's film tells the story of two male friends who go in search of a sunken plane off the coast of Congo. The adventure to find treasure on board turns into a double cross.



Dior Eau Sauvage campaign. Image credit: Dior

Alain Delon, who played one half of the duo, star in Dior's campaign alongside. The brand took footage captured on-set for a black-and-white campaign, editing together images of the actor alongside his costar Joanna Shimkus, who plays a platonic companion to the two friends.

In still images, Mr. Delon is seen alone or embracing Ms. Shimkus on board a ship on open water.

A campaign splices together footage to create a story of flirtation out at sea, as Mr. Delon appears to be eyeing up his companion in one scene and the actors sail together.

Eau Sauvage Parfum - The new Eau Sauvage

Honoring history

In 2016, Dior highlighted the appeal of the men who have worn its Eau Sauvage fragrance over the years in a cheeky manner.

The animated, one-minute video depicted the Sauvage man as a sex symbol, surrounding him with women who find him irresistible. With Eau Sauvage's release dating back 50 years, this film is a way to introduce a new generation to the scent ([see story](#)).

While most advertising campaigns focus on the new, some prefer to take a trip through archival imagery.

Spanish leather goods brand Loewe looked ahead with its recently unveiled advertising campaign.

The ads juxtaposed Loewe handbags against iconic images by fashion photographer Steven Meisel that acted as inspiration for Loewe creative director Jonathan Anderson's first collection for the brand. As Loewe made moves forward with a new designer at the helm, looking to the past helped to simultaneously ground the brand ([see story](#)).

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