

FRAGRANCE AND PERSONAL CARE

Jean Paul Gaultier evokes scandalous home videos in new fragrance campaign

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Jean Paul Gaultier's short video series uses the visual language of illicit scandal videos. Image credit: Jean Paul Gaultier

By DANNY PARISI

French fashion label Jean Paul Gaultier is promoting its latest fragrance, Scandal, with a voyeuristic paparazzi-themed campaign on social media.

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The posts for the brand's new fragrance include short videos filmed in a lo-fi way mimicking the look of a hastily shot cellphone camera video. The campaign's concept is to ape the style of edgy, unsanctioned videos shot in private to emphasize the more dangerous aspects of the brand.

"We decided to tell the life of Madame La Ministre," said Jose Manuel Albesa, chief brand officer of **Puig**, which collaborated on the fragrance. "She's a government minister who goes partying at night in Paris' Pigalle neighborhood and makes her way directly into the office for her day job.

Scandalous secrets

Often when luxury brands release new content to promote products, it is highly produced with a layer of shine and polish befitting of the brand's high-quality image.

Jean Paul Gaultier is upending that tradition however with its latest social media campaign.

Rather than relying on a classically shot short film that looks as if it could be played at Cannes, Jean Paul Gaultier's latest video series debuting on Instagram and Twitter takes a much more lo-fi approach.

Each short video shows small snippets from the private life of a glamorous young woman. Some of the videos show her in a hotel room drinking wine and not wearing much clothing or dancing in a hotel hallway.



The character from the campaign under the flash of a camera. Image credit: Jean Paul Gaultier

These clips, each no longer than a few seconds, along with the fragrance's name, Scandal, all give the vibe of an illicit video tape filmed from a cell phone and released to the public, echoing some of the most notorious celebrity scandals in recent history such as the illicit sex tapes of Paris Hilton and Kim Kardashian.

In addition to the hotel room videos, the brand has released a few short GIFs showing a gaggle of paparazzi closing in on the camera, mimicking the feeling of a celebrity being caught in a scandal.

The fictional woman in the videos is meant to be a governmental figure who is caught in a scandal when she is out partying in Paris.

Home video

Jean Paul Gaultier's recent marketing campaigns have been focused on these kinds of formal gimmicks, presenting the content as a parody or imitation of other types of viral content.

For instance, its most recent campaign for Classique parodied a subgenre of YouTube videos.

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 ([see story](#)).

Additionally, the brand has aped comic book style animation for a campaign using characters from DC's superhero universe.



Paparazzi from the campaign. Image credit: Jean Paul Gaultier

Jean Paul Gaultier enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

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 ([see story](#)).

Jean Paul Gaultier had already established an aesthetic that uses satirical imitations of other forms of media to sell its product with great success. Now, the brand is continuing that tradition with Scandal and the format of scandalous home videos.

"The advertising face is model Vanessa Axente, leaving a club in a form-fitting black number," Mr. Manuel Albesa said. "In her waiting car, filled with friends, she's literally cut out of the outfit as her car speeds through the streets of Paris toward the lyse Palace, where she steps out elegantly in a tailored outfit to join colleagues."

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