

FRAGRANCE AND PERSONAL CARE

Kenzo World receives 8 awards, including Titanium Lion at Cannes Lions

June 30, 2017



Video still from Kenzo's "My Mutant Brain". Image credit: Kenzo

By STAFF REPORTS

LVMH-owned fashion label Kenzo was awarded a "pride" of Cannes Lions for its Spike Jonze-directed fragrance effort for Kenzo World.

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Inspired by the brand's eye insignia from its fall/winter 2013 collection, Kenzo World is the first fragrance envisioned by Kenzo co-artistic directors Carol Lim and Humberto Leon. To celebrate the launch, the design duo tapped their friend and filmmaker Mr. Jonze to capture the free-thinking, spirited layer of the Kenzo woman in a colorful, feverish short ([see story](#)).

Awards all around

During the annual Cannes Lions International Festival of Creativity awards, Kenzo was honored with 2 Gold Lions, 2 Silver Lions, 3 Bronze Lions and a coveted Titanium lion.

Kenzo's awards for the campaign at Cannes Lions join 11 other awards the fashion brand has taken home since the Kenzo World effort launched in September 2016.

The Kenzo World "My Mutant Brain" campaign received 3 Bronze Lions for art direction, editing and cyber video; 2 Silver Lions for casting and cinematography and 2 Gold Lions for film direction and original music. The Titanium Lion is given to "game changers."

Kenzo World - The new fragrance

In addition to Mr. Jonze's direction, the Kenzo World features actress and dancer Margaret Qualley as the protagonist. The percussive soundtrack, produced exclusively for Kenzo, was created by Sam Spiegel featuring Assassin and Kenzo World's choreography was envisioned by Ryan Heffington.

Kenzo's My Mutant Brain has also won a Gold award for online luxury campaign and Grand Prix Film at the Epica International Awards; a Prix d'Honneur for an ad campaign at Prix Communications & Enterprise; the award for best fragrance commercial given by WWD Beauty Inc. and a Silver medal for its bottle design, 1st Prize for ad campaign and a Grand Prix Strategies du Luxe at Grand Prix Strategies du Luxe 2016.



Kenzo World still campaign. Image credit: Kenzo

The campaign has also taken home Communications and Design prizes at the Oscars CosmtiqueMag; the Luxury Marketing Award during Centre du Luxe et de la Cration; the Prix de l'audace at Prix d'Excellence de la Beaut 2017 and finally, the Gold Award in "gondola head, technical and innovation", a Silver Award in "fragrance floor stocker and floor display" category and the Bronze Award for "fragrance merchandizing and shelf display at the Popai Awards.

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