

FRAGRANCE AND PERSONAL CARE

## Elie Saab stays out until dawn to attract millennial attention

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*Elie Saab attracts millennials with its Girl Squad. Image credit: Elie Saab*

By BRIELLE JAEKEL

Lebanese fashion house Elie Saab is tapping interests and buzzwords of young affluent women in its latest perfume campaign.

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Elie Saab's "The Girl Squad" was produced to promote the brand's new scent of the same name and is meant to evoke the feeling of trendy nightlife as experienced by a group of women. The Girl Squad depicts three friends out from midnight to sunrise, having fun while staying classy and wearing the Elie Saab perfume.

"Elie Saab is tapping into a core value of today's young consumer," said Nancy Felmlly, FGP Marketing. "'Girl of Now' is an encapsulation of the fantasy of a young affluent."

**Elie Saab** was reached for comment.

### Squad goals

Building on its previous women's empowerment initiative, "Girl of Now," the latest vignette brings the sentiment of "girl power" to another pillar of its brand.

Eli Saab's video begins with three friends, models Ulrikke Hoyer, Lineisy Montero and Gabby Westbrook, leaving an apartment to start their night while passing around a bottle of perfume.



*Elie Saab's Girl of Now perfume. Image credit: Elie Saab*

After leaving the apartment, the threesome takes a selfie on the streets of Paris and can be seen dancing in a fountain. Soon, paparazzi are shown following the girls through the streets as they continue to laugh and have fun.

They enter a private nightclub, where they dance and take over as DJ. As they leave the club and walk home, the sun can be seen rising and they embrace.

This feeling of "squad goals" is extremely appealing to millennials who value relationships and friendships. Many luxury brands are hoping to harness this pull to attract young affluents with similar sentiments.



*Elie Saab's girl squad. Image credit of Elie Saab*

For instance, in honor of its newly opened London boutique, fashion label Chlo is proving that its free-spirited ambassadors extend beyond its native France.

The short film "The Full English" depicts chance meetings at a London greasy spoon following a night of partying, with actors portraying the range of women who could all be considered "Chlo girls." Beyond serving as a promotion of the brand's increasing presence in the British city, this effort serves as a guide to living a Chlo lifestyle in London ([see more](#)).

*Elie Saab's video for its Girl of Now perfume*

Girl of now

Elie Saab's Girl of Now fragrance was released in conjunction with its women's empowerment campaign.

The fashion house is celebrating entrepreneurial women with a new campaign called #GirlOfNow.

Each video in the series interviews a different prominent women, many hailing from the fashion world, as they relate their experience in the workplace and impart advice on how to succeed. The campaign puts Elie Saab firmly in the camp of progressive values that have been in vogue for the luxury industry, in response to some of the negative connotations of the fashion world's effect on women ([see more](#)).

"Building this campaign around its newest scent can create a personality for the perfume in an already over

saturated market," Ms. Felmly said. "Videos and digital video are a key way to grab the attention of a millennial and make a lasting impression."

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