

FRAGRANCE AND PERSONAL CARE

## Michael Kors offers behind-the-scenes look at Sexy Ruby fragrance

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*Michael Kors' latest campaign and fragrance hinge on simplicity and elegance. Image credit: Michael Kors*

By DANNY PARISI

U.S. fashion label Michael Kors is celebrating the launch of its latest women's fragrance with three short films to showcase the perfume and provide viewers with behind-the-scenes looks from different points of view.

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The fragrance's name, Sexy Ruby, gives all the information needed to understand its inception: sexiness and the power of a simple deep red. In two behind-the-scenes videos, brand founder Michael Kors and model Edita Vilkeviit talk about what Sexy Ruby means to them.

### Sexy Ruby

Michael Kors has released Sexy Ruby, a new fragrance for women aiming for a simple, stylish design and aroma.

Additionally, Michael Kors is bringing its sense of stylish simplicity to its marketing materials in a short film, also called Sexy Ruby.

In the short film, Ms. Vilkeviit is seen wearing a deep red dress in a hotel room.

The model adorns herself with simple but elegant gold and ruby jewelry. Ms. Vilkeviit picks up a ruby ring and the camera travels inside it, showing images of the woman dancing and throwing her hair around tinged with a ruby hue.

When the camera zooms back out, Ms. Vilkeviit is holding a bottle of Sexy Ruby, which is, appropriately, shaped like a gemstone.

In two supplementary videos, Mr. Kors and Ms. Vilkeviit talk about what the fragrance means to them. Both emphasize the power of the color red, but for different reasons.

For Mr. Kors, red is the color of a change and he talks about red's ability to shift your emotional state as an inspiration for the fragrance.

*Michael Kors / Sexy Ruby*

Ms. Vilkeviiit on the other hand talks about red's inherent sexiness and the feeling of empowerment it imparts.

Throughout these two behind-the-scenes videos, shots of Ms. Vilkeviiit and Mr. Kors as they film the initial video spot are shown, giving viewers a backstage look at the creative process of designing the product and filming its marketing materials.

#### Power of simplicity

For most of the marketing materials for its 2017 collections, Michael Kors has been taking an international focus.

Michael Kors is decamping for London in its fall/winter 2017 advertising campaigns.

The efforts for the brand's ready-to-wear, diffusion and menswear brands all take place in the British capital, depicting models in travel diary-style photographs. With travel a central interest of the label's eponymous designer, the brand frequently looks to destination-driven campaigns to promote its apparel and accessory lines ([see story](#)).



*Sexy Ruby. Image credit: Michael Kors*

This represents a larger move on the part of the brand towards a more international and globalized feel, possible in light of its recent acquisition of Jimmy Choo and potential future acquisitions.

Michael Kors acquired Jimmy Choo July 25 for around \$1.35 billion, to become wholly owned by the U.S. fashion label. The acquisition came just a few months after another large acquisition between two U.S. luxury companies: Kate Spade and Coach, suggesting this trend may be on the rise ([see story](#)).

Sexy Ruby is a simple and powerful fragrance with a simple and powerful branding campaign surrounding it. The behind-the-scenes looks at the fragrance show how Michael Kors is devoted to the idea of simplicity in its products.

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