

FRAGRANCE AND PERSONAL CARE

## Nina Ricci sweet friendship with a roadside baking competition

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*Nina Ricci's new fragrance campaign celebrates friendship*

By BRIELLE JAEKEL

French fashion label Nina Ricci is building on its focus of friendship with a special video series that tempts followers to indulge in its fragrances.

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Nina Ricci's parfum line, Nina & Luna, is being promoted with a fun summer campaign that shows two best friends exploring Paris while embarking on a baking challenge. The "Les Gourmandises de Nina & Luna" video series represents the fragrances as the perfect accessory for the season and as a sweet treat.

"With so many new fragrances being launched, this trend-focused social marketing is taking a new, fresh approach to building consumer appeal," said Laura Sossong, manager at **BRP**, Boston. "Nina Ricci is inviting customers to visualize their product as a perfect accompaniment to life's exciting adventures, using colors and design to portray the scent as a delicious fragrance to be savored.

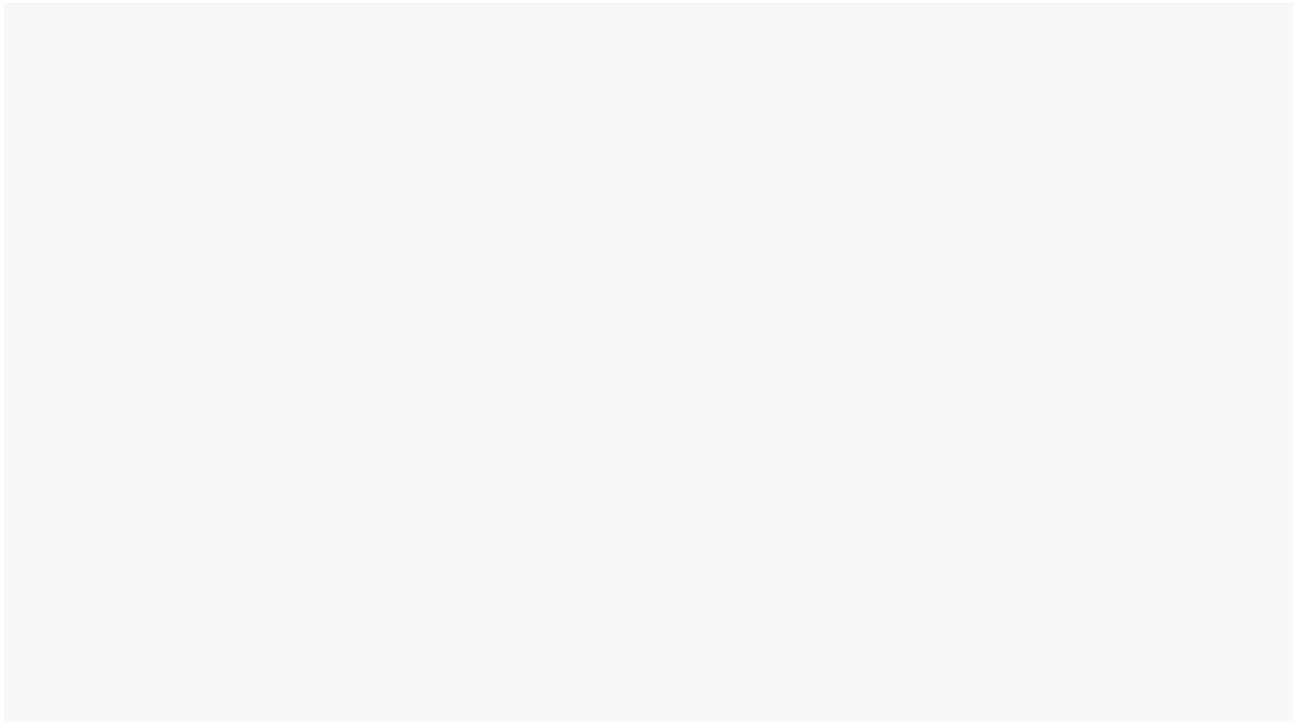
"This is sure to stand out to the target market, who is delighted by creative curation of campaigns involving videos that promote experiential elements," she said.

Ms. Sossong is not affiliated with Nina Ricci, but agreed to comment as an industry expert. **Nina Ricci** was reached for comment.

### Sweet indulgence

Nina Ricci is featuring its Nina & Luna spokeswomen, Frida Gustavsson and Jac Jagaciak, again for its latest Nina & Luna campaign.

Per usual, the campaign focuses on its fragrance characters Nina & Luna and celebrates their friendship. The models are starring in a series of episodes, airing on social media, in which the two compete in a baking challenge while maintaining their friendship.



The delicious #BellesdeNina roadtrip continues in #Paris @fridargustavsson & @jacmonika Episode 2: Shooopiing time! #MySweetBFF #NinaRicciParfums

A post shared by NINA RICCI Parfums (@ninaricci parfums) on Jul 1, 2017 at 1:41pm PDT

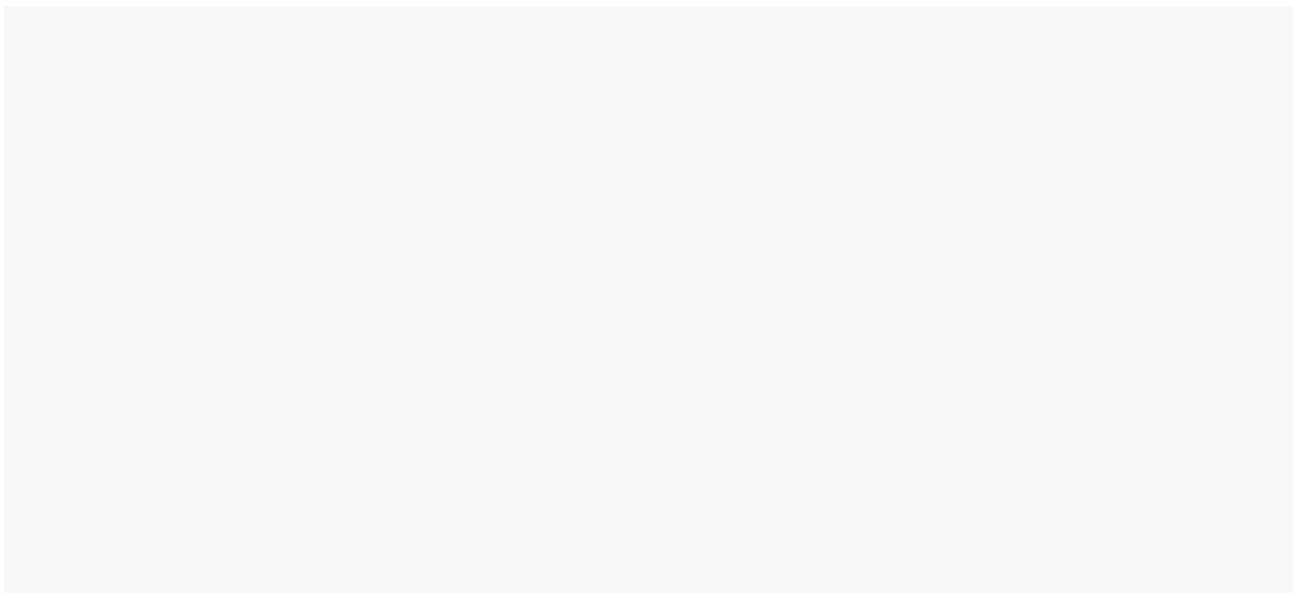
A special truck has been created and decorated for the campaign. In the videos, Nina & Luna drive around Paris baking cupcakes, meant to represent the fragrances.

There is a recipe for the Nina fragrance and another for the Luna fragrance. Photographer Carin Olsson appears in another short video on social media as part of the campaign in which the brand shares recipes for each cupcake.

Each official episode for the "Les Gourmandises de Nina & Luna" series shows an aspect of the challenge. For instance, the first episode shows the two best friends seeing their truck for the first time and getting to decorate it.

Another episode shows the friends traveling around Paris attempting to navigate a map and find a market. They ask a passerby and find the market where they search for items for their baking challenge.

A third episode shows the girls playfully baking, teasing each other, light-heartedly cheating and laughing together.



My bestie my tasty! Let's @fridargustavsson & @jacmonika introduce the third episode of 'Les Gourmandises de #Nina & #Luna' Cooooking time! #MySweetBFF #NinaRicciParfums #instafood #sweetstable #sweets #cutefood #Cupcakes

A post shared by NINA RICCI Parfums (@ninaricci parfums) on Jul 20, 2017 at 7:11am PDT

## Nina & Luna

Nina Ricci previously catered its Valentine's Day campaign to those who would rather celebrate with friends to build upon its Nina & Luna fragrance effort.

To celebrate the growing idea of single being chic for Valentine's Day, the label's latest fragrance Luna is being promoted through campaigns that tie it together with its long-standing scent Nina. The campaign celebrated best friends by sharing a wide variety of content online that involves Instagram takeovers, emojis, social contests and GIF ([see more](#)).

The fashion label first personified the two complementary scents with the model pair who are equally inseparable and compatible back in September of last year.

Frida Gustavsson, who has been the face of the brand's Nina perfume since 2013, was joined in this campaign by her real-life best friend and fellow model Monika "Jac" Jagaciak, who takes on the role of Luna, a newly released fragrance. Featuring true friends lends authenticity to the campaign, making their relationship a relatable reason to buy ([see more](#)).

"Many fragrance launches rely on traditional magazine or television ads to promote their product," BRP's Ms. Sossong said.

"By utilizing social media capabilities in a way that personifies the perfume, on top of layering in today's food truck trend, this unique compilation of videos and pictures will increase the excitement of younger women and make them more inclined to sample and purchase Nina Ricci fragrances," she said.

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