

FRAGRANCE AND PERSONAL CARE

Gucci transports consumers through scent via budding campaign

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Image from Gucci Bloom campaign. Image credit: Gucci

By SARAH JONES

Italian fashion label Gucci is portraying fragrance's ability to convey a sense of place by building a garden in the middle of New York.

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The launch campaign for Gucci Bloom, the first scent created by creative director Alessandro Michele, features actress Dakota Johnson, photographer Petra Collins and model-writer Hari Nef exploring a surreal urban environment. While Mr. Michele has left his mark on the house with his designs and marketing concepts, this fragrance debut communicates the personality of the designer's Gucci in a new medium.

"The video portrays the brand as an abundant, floral and colorful fragrance with a youthful appeal and vibrant approach," said Jim Gentleman, senior vice president of account management and strategy at SK+G, Las Vegas. "There is a sense of whimsy, discovery and fun that subtly softens the Gucci brand."

Mr. Gentleman is not affiliated with Gucci, but agreed to comment as an industry expert. Gucci was reached for comment.

Urban oasis

For Gucci Bloom, the brand tapped frequent collaborator Glen Luchford, who has photographed many of the Gucci campaigns since Mr. Michele arrived at the house in 2015.

At the campaign film's opening, the three spokesmodels are seen walking casually down a New York city street to the track "The Rip" by Portishead. No ordinary avenue, the women are surrounded by a multitude of flowers on the sidewalk.

Continuing the whimsical nature of the effort, the trio stop to have tea on a sidewalk bench using a complete tea service.



Behind the scenes of the Gucci Bloom campaign. Image credit: Gucci

After a change of scenery, the women are seen entering an apartment that is similarly filled with blossoms. They collapse onto a couch or armchair, reclining as they converse inaudibly.

The women are later seen swimming in full gowns, twirling as a rain shower develops above them.

Finally, a Gucci Bloom bottle is seen floating in the water beside some of the buds strewn across the surface. A hand reaches in for the perfume before the commercial closes.

Gucci Bloom: The Campaign Film

"All of [the campaign faces] have authentic connections to fashion and the arts through modeling, acting, photography or writing," Mr. Gentleman said. "They are successful, multi-talented and portray a natural beauty fitting of Gucci Bloom.

"Generationally, they are also in the sweet-spot for the new fragrance, all in their twenties with bright futures ahead," he said.

Gucci Bloom is the result of a collaboration between Mr. Michele and perfumer Alberto Morillas. The scent has jasmine sambac, tuberose and musk, meant to create a garden in a bottle.

"I wanted a rich white floral fragrance, a courageous scent that transports you to a vast garden filled with many flowers and plants, a bouquet of abundance," said Mr. Michele in a brand statement. "The garden is as beautiful as women are; colorful, wild, diverse, where there is everything."

Gucci Bloom launched officially in August, but 1,000 bottles were available for pre-order in May via ecommerce on Gucci's Web site and Saks.com ([see story](#)).

Scent profile

While this is Mr. Michele's first foray into fragrance development for Gucci, he has made his impression on the brand's portfolio of scents.

For instance, the creative director released a fragrance ad that blended the brand's essence with edgy content and a celebrity presence.

Jare Leto is the new face of the fragrance Gucci Guilty and brings his eccentric style to the brand's recent ad campaign. The video's cinematography leans on Gucci's iconic look with a touch of promiscuity that breaks traditional society rules to show off the fragrance's uniqueness ([see story](#)).

Gucci also evoked a softer side of its Bamboo fragrance through a revamped look and corresponding advertising update.

The scent, which debuted in 2015, was marketed at launch with a commercial featuring Wonder Woman actress Gal Gadot, who was depicted as a glamorous, sensual renaissance woman ([see story](#)). A newly released campaign reflects Gucci's marketing aesthetic under creative director Alessandro Michele, allowing the effort to more closely fit with the brand's current image ([see story](#)).

"A fragrance like Gucci Bloom helps extend the Gucci brand beyond fashion and accessories," Mr. Gentleman said. "From a sensory standpoint, it brings further definition to Gucci.

"Alessandro Michele's creative vision for Gucci is brought to life in a new dimension beyond the visual and tactile appeals of fashion through the floral scent of Gucci Bloom."

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