

FRAGRANCE AND PERSONAL CARE

Givenchy's Gentleman campaign brings hip-hop vibe to high fashion

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Givenchy Gentleman's visual campaign stars English actor Aaron Taylor-Johnson. Image credit: Givenchy

By DANNY PARISI

French fashion house Givenchy has released a new television spot for its Eau De Toilette with the help of husband and wife pair Aaron and Sam Taylor-Johnson.

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The short film is based on the hip-hop song "Enjoy Yourself" by A+ and features Mr. Taylor-Johnson in the lead role. Notably, the short film was directed by acclaimed British filmmaker Sam Taylor-Johnson, directing her husband in the campaign video.

Enjoy Yourself

Givenchy's latest film takes what is typically a standard setup for a luxury video ad and turns it on its head with the addition of hip-hop music and an elaborate dance number.

At the beginning of the film, actor Aaron Taylor-Johnson is depicted in what may be described as a stereotypical fashion ad. The actor sits in a luxurious villa, surrounded by quietly brooding handsome people who are all dressed immaculately, as he contemplates a white flower.

The whole thing is filmed in black-and-white, further adding to the classic vibe.

But then, "Enjoy Yourself" by A+ kicks in, leading Mr. Taylor-Johnson to jump out of his seat and begin dancing through the villa, recruiting others to his dance.



Mr. Taylor-Johnson in the campaign. Image credit: Givenchy

The dancing leads him and two others outside and into the villa's garden where they continue to slide down stair railings and perform various other irreverent activities.

Finally, Mr. Taylor-Johnson gives his white flower to a woman who promptly pushes him into a fountain, ending the video.

The short film is a brasher and more lighthearted take on the typical high fashion mood piece, emphasizing a more fun atmosphere.

Sam Taylor-Johnson, most widely known for her film about a young John Lennon, "Nowhere Boy," directs her husband in the film, injecting the short with a bit more personality than most.

The video is part of Givenchy's larger campaign for its Gentleman men's fragrance, of which Mr. Taylor-Johnson is the face.

New Gentleman

One notable part of Givenchy's Gentleman campaign is the way in which it was revealed.

Givenchy unveiled the latest campaign for its Givenchy Gentleman cologne with a saturation of coverage through Instagram Stories.

In anticipation of the reveal, Givenchy teased a new product announcement multiple times on its primary and beauty-specific Instagram accounts, telling customers to tune in that night. Later, the brand used Instagram Stories via its Givenchy Beauty handle to chronicle a live event where guests gathered to dance, party and sample the new fragrance ([see story](#)).

Outside of men's fragrances, Givenchy has recently made some headway in the promotion of its children's line.

British children's wear retailer Childrensalon is the nation's exclusive stockist of Givenchy's debut kids line.

Givenchy Gentleman

Announced in April, Givenchy Kids features mini-me apparel and accessories in the brand's signature monochromatic aesthetic. When venturing into the lucrative children's wear market for the first time, brands frequently pick launch partners that cater specifically to the littlest luxury wearers ([see story](#)).

Givenchy is the latest brand to embrace the growing category of children's wear.

The "mini me" trend has exploded lately with luxury brands choosing to scale down primary adult lines in children's sizes. While under the creative direction of Riccardo Tisci, Givenchy designed mini me children's wear pieces for North West, the daughter of friend Kim Kardashian West, but the children's wear created was not available to the public ([see story](#)).

For now, Gentleman's fragrance is the main focus of Givenchy's marketing, with Mr. Taylor-Johnson as the main focal point of the campaign.