

FRAGRANCE AND PERSONAL CARE

Christian Louboutin promotes new fragrance bottle sizes in video series

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Christian Louboutin's new campaign presents the fragrance as a transformative experience. Image credit: Christian Louboutin

By DANNY PARISI

French footwear and accessories label Christian Louboutin has unveiled a social media video campaign in promotion of the release of three of its classic fragrances in a new 30 mL bottles.

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Each of the three videos highlights the transformative effect of using the fragrances, with a special emphasis on the portability of the smaller size. While none of the three fragrances are new, Christian Louboutin is smart to promote them based on the new sizing options that allows for easier transportation of fragrances for impromptu use.

Portable sizes

Christian Louboutin's latest video campaign is a celebration of its three first scents for women, each being rereleased in a new smaller bottle size.

The campaign is called #WholsShe and is thematically centered on what the brand refers to as the fundamental complexity and multifaceted nature of the modern woman.

Each video focuses on a different woman who experiences their fragrance in a unique way, with the common theme being that using the fragrance amounts to a transformative experience for the women.

For example, in one video, a woman is seen spraying herself with the scent Trouble in Heaven. She audibly gasps when the perfume touches her and she begins to dance wildly around her bedroom.

Trouble in Heaven

Another video features a woman who rides a swing high up in the sky as she smells the scent she has applied. A third video features a woman who sprays herself with a scent in a hammock in the jungle before removing her robe and relaxing.

All three videos end with the women holding the new 30 mL bottle of the respective fragrances.

The bottles, which Mr. Louboutin says are just as important as the actual scent within, were designed in collaboration with Heatherwick Studios and are made of delicately twisted, blown glass.

#WholsShe

Christian Louboutin's most recent campaigns have been a bit more out-of-the-box than usual.

For instance, a recent campaign from the brand turned consumers into sleuths with a fashionable whodunit.

Christian Louboutin's "Whatever Happened to Bellofficier?" finds a trio of friends being thrown into a criminal plot, as they become eyewitnesses to a murder. Adding a narrative thread through this look book campaign encourages consumers to stay tuned and explore more ([see story](#)).

The increased participation required from the audience provided a nice hook to keep them interested throughout the campaign.

Bikini Questa Sera

Most recently, Christian Louboutin looked beyond its native France for a charitable collaboration focused on retaining skill and craft.

The brand's Mexicaba "treasure tote" bags were created in collaboration with Fundacin Haciendas del Mundo Maya's Taller Maya, which gives artisans a place to gather, helping to preserve time-honored techniques that might otherwise be lost without this community. In addition to commissioning work from these artisans, 10 percent of sales of these handbags through Christian Louboutin's channels went back to the organization, allowing it to continue its work in Mexico's Yucatan Peninsula ([see story](#)).

For #WholsShe, Christian Louboutin is relying on simple but evocative visuals to express the convenience and portability of its new fragrances.

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