

FRAGRANCE AND PERSONAL CARE

Givenchy Beauty contributes to art collective's new music video

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The short film uses a heavy black-and-white motif. Image credit: Kamar & the Bugged Mind Crew

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Givenchy Beauty, among other brands, has teamed up with the musical and artistic collective known as Kamar & the Bugged Mind Crew for a new music video for the group's single, "Mary."

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The video, which will be hosted on Givenchy's social media channels along with others, is filmed with input from the brand's artistic director Nicolas Degennes, featuring his trademark thick black textures and materials. This collaboration also shows Givenchy Beauty branching out into more artistic and avant-garde projects that are not meant to translate immediately into commercial benefit.

Black and white

"Mary" is a song and short film created by Kamar & the Bugged Mind Crew, which includes artists, musicians and designers among the 16-person membership.

The short film, which heavily features the visual motif of black and white playing against each other, was created with help from Givenchy Beauty's artistic director Mr. Degennes. He is a fan of using different shades of black with thick, luxurious textures and materials.

Cyril Kamar, the leader of the group, was a fan of how Mr. Degennes works with the color black and got in touch with him about contributing to the film.



Givenchy's black makeup figures heavily into the film. Image credit: Kamar & the Bugged Mind Crew

The collaboration between them has resulted in a short film that is brimming with monochromatic imagery with a particular emphasis on the textured visual appeal of thick black oil paints and stark white backgrounds.

"Mary" is being promoted heavily on Givenchy Beauty's Instagram and other social channels, as well as playing on various media outlets such as Women's Wear Daily, where the video debuted.

Givenchy Beauty donated many pounds of makeup and materials in order to create the distinctive look of the video, which were caked onto the backgrounds and the performers' bodies in thick layers.

The brand makes a point that the collaboration was undertaken as an artistic partnership first and as a branding opportunity second.

Art collaboration

Givenchy Beauty has been working hand-in-hand with artists and directors to make video content that goes beyond simple advertising and stands on its own as something worth watching.

Most recently, Givenchy released a new television spot for its Eau De Toilette with the help of husband and wife pair Aaron and Sam Taylor-Johnson.

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 ([see story](#)).

Outside of content, the brand has turned to new technology as way of capturing customer attention and driving up sales.

Mary

Givenchy turned a recent beauty campaign into a two-way conversation with consumers in an attempt to personalize purchasing.

Givenchy Beauty launched a chatbot on Facebook Messenger as an extension of its campaign with actress Amanda Seyfried. The Irresistible Experience account helps users find the best fragrance for them based on personal taste and personality ([see story](#)).

But with "Mary," the brand is focusing on making an exciting and artistically valuable piece without attempting to tie it to a specific collection or product.

Instead of trying to improve its own brand image through creating content, Givenchy Beauty has contributed to the creation of a noncommercial artistic project that stands alone.