

FRAGRANCE AND PERSONAL CARE

## Miu Miu opts for the unexpected in fragrance effort

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Image from Miu Miu's L'Eau Rose campaign. Image credit: Miu Miu

By SARAH JONES

Prada's Miu Miu is encouraging consumers to escape from their daily routines through a lighthearted campaign for its latest scent.

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The launch of Miu Miu L'Eau Rose Eau de Toilette sees actress Stacy Martin reprising her role as Miu Miu's fragrance spokesmodel, as the effort follows her journey to break from the expected. While promoting the fragrance, the marketing effort leans more heavily on storytelling and mood setting than product placement, looking to sell a feeling of freedom.

"The L'Eau Rose campaign promotes a sense of escape, adventure and passion all with a slight wink and bit of whimsy," said Jim Gentleman, chief strategy officer at **SK+G**, Las Vegas. "It suggests that L'Eau Rose will add some spice and intrigue to your life."

Mr. Gentleman is not affiliated with Miu Miu, but agreed to comment as an industry expert. **Coty**, the licensee of **Miu Miu's** fragrances, was reached for comment.

### Escape plan

Miu Miu first announced its entry into the fragrance category in 2013, and Ms. Martin has been the face for each of its two previous scents ([see story](#)). Miu Miu has chosen to cast her again as the embodiment of its perfumes.

At the opening of the campaign for L'Eau Rose, written by filmmaker Rebecca Zlotowski, Ms. Martin is seen in a Parisian ballet studio, looking visibly bored with rehearsing as she stands at the barre.

After she catches a glimpse of a unencumbered kitten on the windowsill, she is inspired to break out of class. She climbs down a fire escape to her waiting friend, played by model Sijia Kang, who whisks her off in a convertible.

As the drive away, the commercial's soundtrack picks up. The orchestral "Danse Macabre by Camille Saint-Sans sets the tone for the escape.

Equating the fragrance with a sense of freedom, Ms. Martin sprays the perfume on as she changes from her dance

ensemble in the back seat of the car. She also finds that she has unknowingly adopted the cat, scooping the stowaway animal from her bag up into her arms.

Taking a more outlandish turn, the pair of young women are next seen sailing on a Riva yacht across the water. They eventually arrive at their destination, joining a lavish house party.

The women walk on tables and dance to a piano player's music. Miu Miu's spot closes on Ms. Martin, who is seen cradling the kitten.

#### *Miu Miu L'Eau Rose campaign*

"This is an example of advertising as entertainment through storytelling with the hope that consumers will be engaged and interested enough to consider trying the fragrance," SK+G's Mr. Gentleman said.

"With its high production values and quirky storyline, the L'Eau Rose video figures to generate attention on Miu Miu's digital and social channels," he said. "Whether it is shared by viewers ultimately determines its success."

Following in the footsteps of Miu Miu's previous fragrance launches Miu Miu Eau de Parfum and Miu Miu L'Eau Bleue, Miu Miu L'Eau Rose features notes of lily of the valley, cassis and musk.



*Miu Miu L'Eau Rose bottle. Image courtesy of Coty*

The rose-colored fragrance is housed in a translucent bottle with a navy neck and white-capped top.

In addition to the campaign film, a print effort shot by Alasdair McLellan shows the two friends' jaunt.

Miu Miu L'Eau Rose debuted at Sephora.com on Jan. 15, and will roll out to Bloomingdale's, Nordstrom and Dillards in February.

Fun and friendships

Miu Miu's latest scent captures the brand's "youthful yet erudite" spirit, which manifests across the brand's efforts.

The Italian label is exploring today's politically and socially-charged climate on a site that is both in progress and ruin for spring/summer 2018.

Miu Miu's "Return to Arcosanti" campaign was staged at Arcosanti, a futuristic urban experiment by conceptual architect Paolo Soleri. Located in central Arizona, Arcosanti was started in the 1970s and has continued to evolve through both architecture and ecology, creating a site that demonstrates human impact on nature.

The campaign features a cast of young women who while well-known and accomplished, are also vocal on their social platforms and work to promote progressive attitudes ([see story](#)).

Speaking to youthful days, Miu Miu also tends to feature female friendships in its marketing.

Miu Miu debuted a new short film set against the backdrop of a nostalgic summer day at the beach to promote its recent eyewear line.

The short film, titled "Me, You and Miu Miu," follows a pair of young women as they stroll around the beach, tease each other, swim in the water and enjoy a relaxing hazy summer trip. The dreamy tone of the film and romantic undercurrents create a warm mood that is perfect for highlighting the casual yet chic nature of the glasses ([see story](#)).

"The campaign promotes a message of independence, inclusivity, progressiveness and vibrance for the women who wear it," SK+G's Mr. Gentleman said.

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