

FRAGRANCE AND PERSONAL CARE

Givenchy follows modern muse from dusk to dawn

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Givenchy Beauty's Live Irresistible Blossom Crush campaign. Image credit: Givenchy Beauty

By SARAH JONES

France's Givenchy Beauty is inviting consumers to fall for its latest fragrance through a youthful campaign.

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For the latest release in its Live Irresistible line of scents, the brand filmed a spot that trails a young woman and her friends as they hit the town. Intended to represent an "effortlessly elegant" woman, the effort's muse is fresh faced in casual attire, embodying the casual, free aspirations of today's consumer.

[Givenchy Beauty](#) was reached for comment.

Fragrance fair

Givenchy's Live Irresistible Blossom Crush effort is fronted by French actress Lou de Lage.

In 2016, Ms. de Lage was awarded the Prix Romy Schneider for her role in the Anne Fontaine-directed "Agnus Dei," also known as "The Innocents." Also in 2016, Ms. de Lage was given the European Shooting Stars award. Ms. de Lage is not widely known outside of France, but having an international contract with Givenchy Parfums will help introduce the actress to global audiences ([see story](#)).

"Her spontaneous and authentic personality goes hand in hand with her grace and natural charm," said Romain Spitzer, CEO of Parfums Givenchy, in a statement. "Lou exudes a true intensity, combined with subtle sensitivity that's a perfect fit for the Irresistible line."



Givenchy's Live Irresistible Blossom Crush campaign stars Lou de Lage. Image credit: Givenchy Beauty

In the television spot, the heroine is first seen walking down a Parisian street with her friends. Members of the gang energetically jump, clasp hands and run as their destination comes into view.

They enter a fair and proceed to go on rides, their amusement underscored by a pumping soundtrack. In slow motion, the posse is shown twirling and dancing through the carnival, their energy matching the flashing lights around them.

Ms. de Lage is seen playfully grabbing cotton candy and snapping a photo. From the point-of-view of the camera, it appears the actress is taking a picture of the viewer, inviting them to be part of the scene.

The heroine is seen soaring high above Paris as the camera gets a close-up shot of her face. Suddenly, the scene changes to dawn, and Ms. de Lage is found walking along the water in Paris.

Hinting that this is a continuation of the previous night's revelry, the actress still wears the same outfit of a white shirt and pants. She jumps over chairs and walks through a park before grabbing the camera and spinning the viewer away to a shot of a Ferris wheel.

Givenchy Live Irresistible Blossom Crush

On social media, Live Irresistible Blossom Crush was promoted with posts that encouraged consumers to share their crush or develop a crush on the scent.

The floral fragrance includes rose, peony and cocoa bean, creating a juice that ends on a bittersweet note.

Playful promotions

Givenchy's Live Irresistible campaigns have previously been fronted by American actress Amanda Seyfried.

For instance, the beauty brand encouraged consumers to explore the world through a lighthearted lens in an earlier campaign for its Live Irresistible line of scents.

Reprising her role as the fragrance's face, Ms. Seyfried was captured in a series of vignettes that show her making "life a playground." Continuing the thread of previous campaigns for the collection, the spokesmodel inspires consumers to live their lives free from the limitations of rules or expected norms ([see story](#)).

While fragrance marketing often takes a sensual tone, lately brands have opted for more playful appeals.

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

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 ([see story](#)).

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