

FRAGRANCE AND PERSONAL CARE

Kenzo's Flower lifts spirits in music-heavy spot

April 12, 2018



Kenzo's campaign for its Flower fragrance. Image credit: Kenzo.

By BRIELLE JAEKEL

French fashion label Kenzo is pulling consumers from the doldrums of winter to manifest the essence of spring with its own scent.

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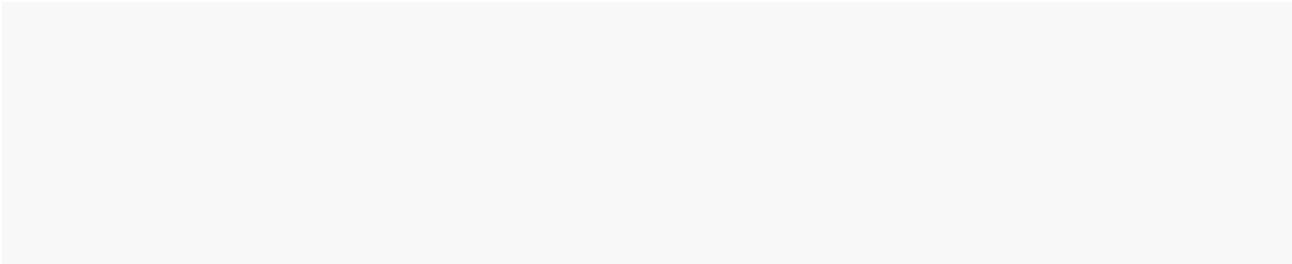
In a unique new spot from Kenzo, which views more as a musical than as a standard advertisement, a city awakens from its gloom thanks to the brand's Flower perfume. The film shows a woman walking down the street and inciting a sing along with others as poppies surround them all.

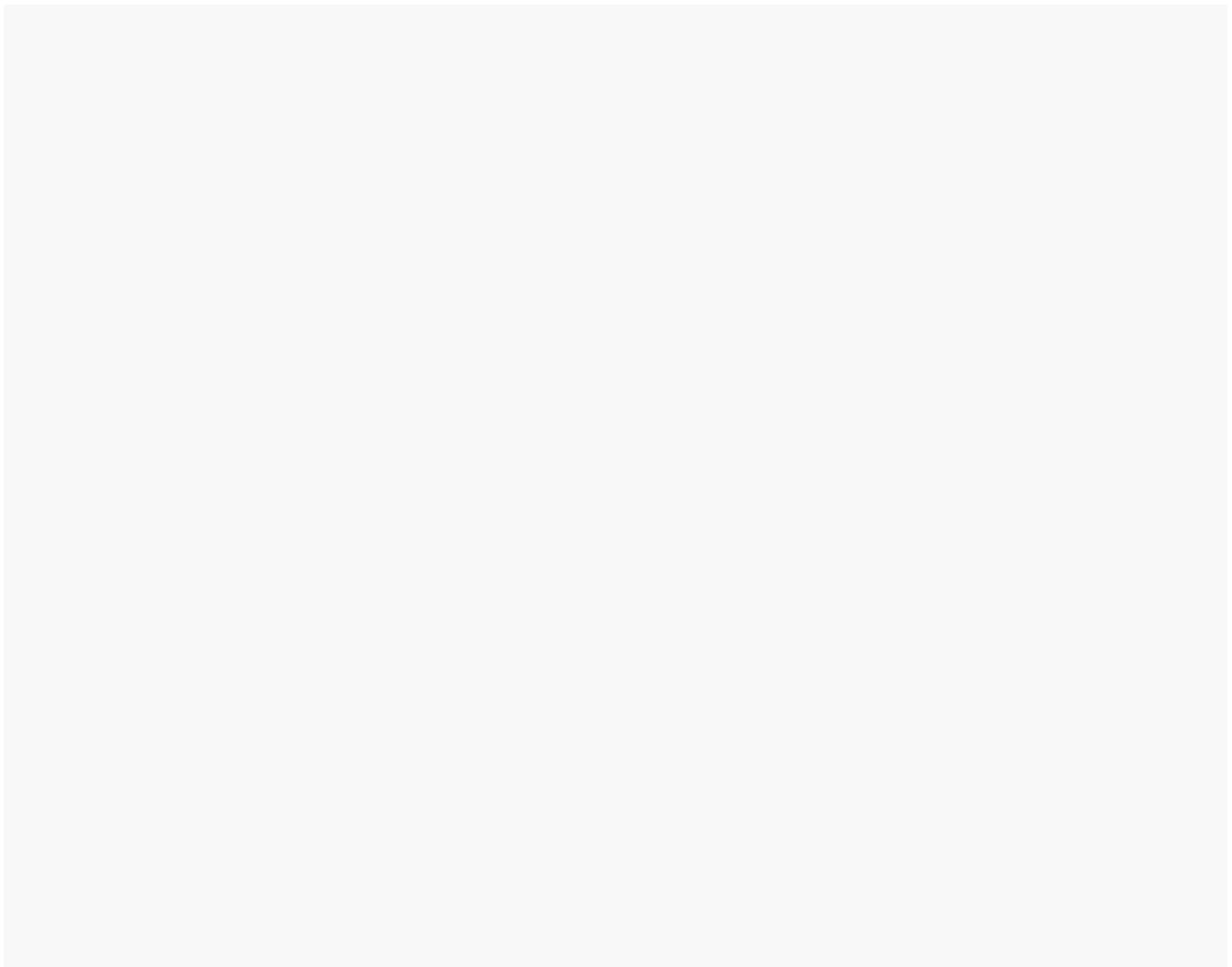
"When introducing a new product line or assortment, it's helpful to have a unifying theme to help guide the narrative surrounding the new inventory," Taylor Rains, managing partner at [Flugel Consulting](#). "While this is relatively easy to execute with traditional fashion brands, it's much more challenging for the fragrance industry.

"Kenzo's new flower campaign has found a way to weave together innovation and distinct sense with a unifying campaign element in a very unique way," he said.

Flower by Kenzo

Kenzo's brightly colored video begins almost as a western film, with a close-up shot of boots walking along the pavement.





Spread the word, #FlowerByKenzo is celebrating human values and beauty in its new film. So be patient! . . . #joy
#flower #humanity #beauty #unity

A post shared by KENZO Parfums Official (@kenzoparfums) on Apr 4, 2018 at 10:52am PDT

The woman the boots belong to walks out onto the street and turns, similar to a classic Western shown down, throwing a flower straight ahead.

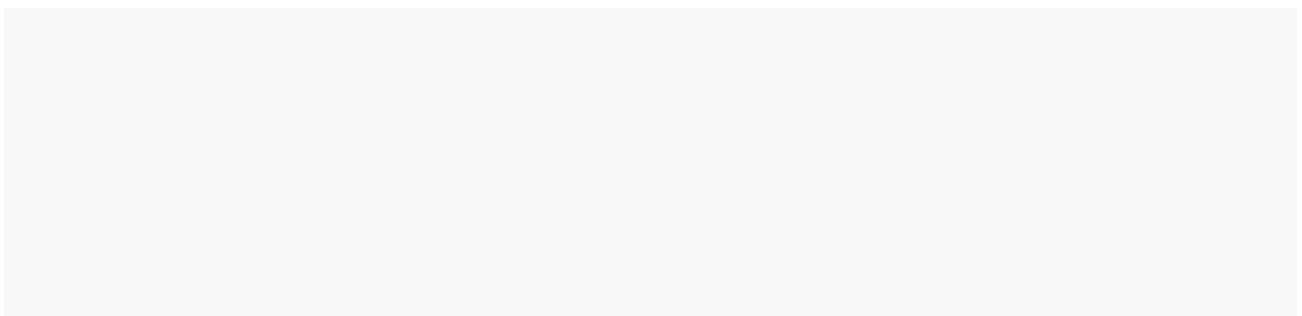
She walks down the street and begins to sing.

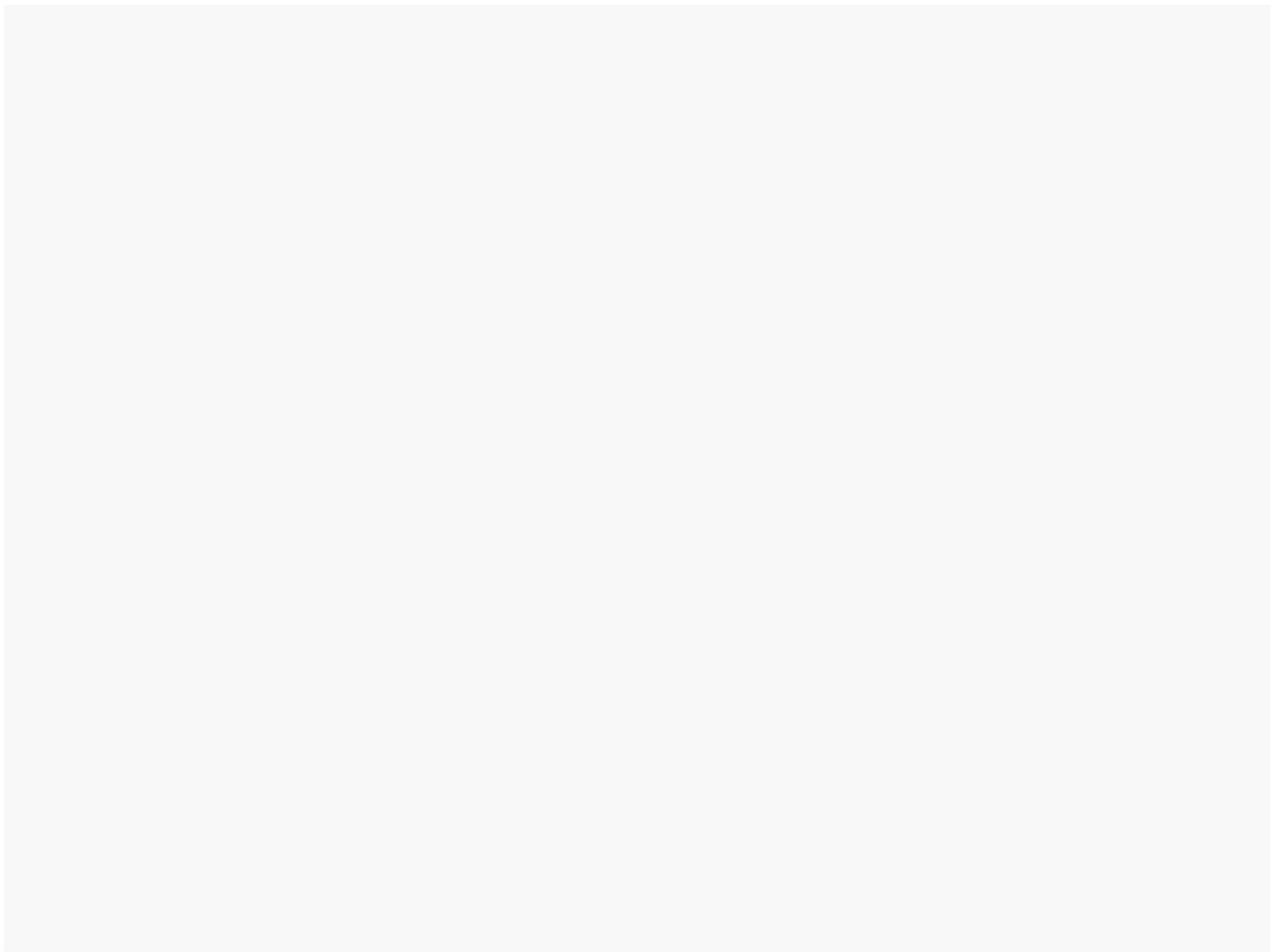
"My favorite song," she sings as she walks down a hill along other citizens. A voice quickly joins her crooning, "Sung on the street, an open hand to shake the hand of everyone I meet."

Others begin to join in as they go about their everyday lives on the street.

The woman continues to throw flowers ahead.

"So easy come, so easy go," they all continue to sing. "Sharpen sticks and we throw stones."





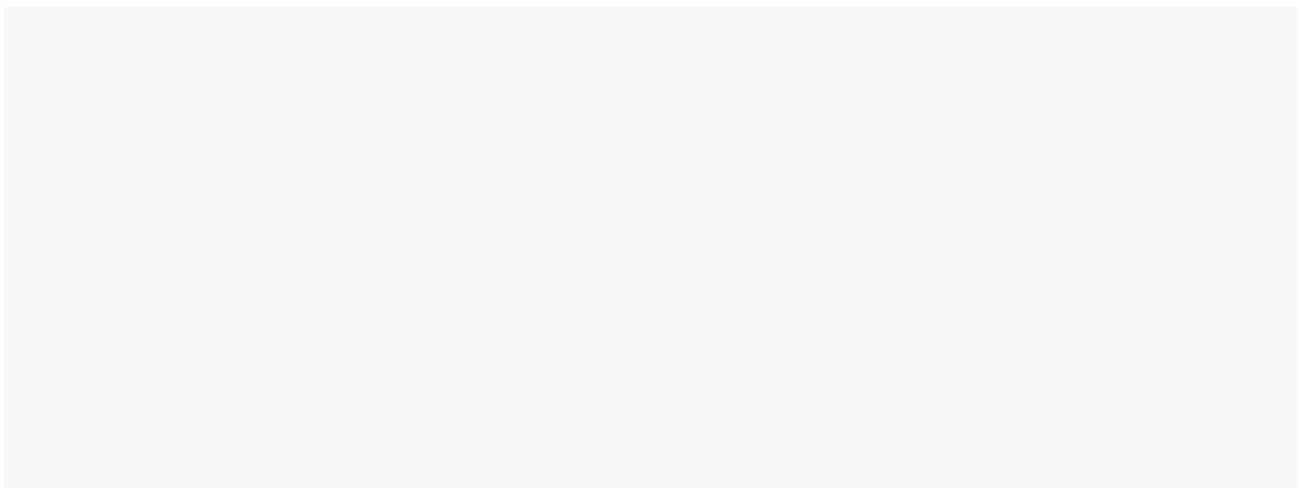
#FlowerByKenzo gathers all its values of positivity, emotion and humanity around a field of its iconic poppy. For a beautiful world. . . #poppy #positivity #emotion #iconic #beautifulworld

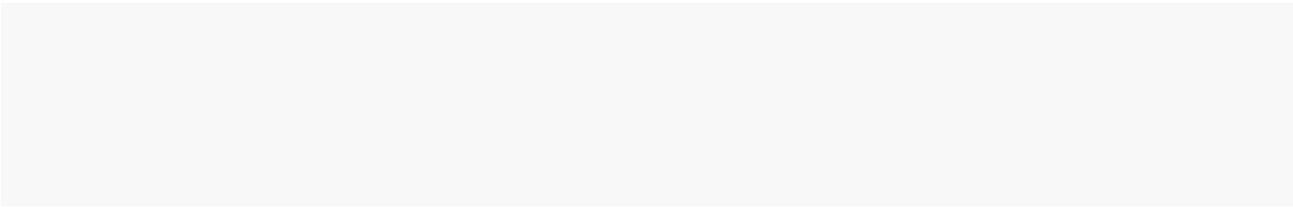
A post shared by KENZO Parfums Official (@kenzoparfums) on Apr 9, 2018 at 11:01am PDT

The woman stops at the end of the street, staring straight ahead to a mass of floating flower petals, as the singing pauses.

"What a way to win a war," the song starts back up again as the flowers fall to the ground, revealing the same woman who now wears a white dress.

The individuals on the street have now joined in with instruments, making the song loud and vibrant, as petals fall all around them and the city of San Francisco.





In a hardening world, let's get everybody together, singing for a more beautiful world. . . . #FlowerByKenzo #peace #beauty #unity #joy #humanity #new #SanFrancisco

A post shared by KENZO Parfums Official (@kenzoparfums) on Apr 8, 2018 at 10:59am PDT

Kenzo's advertisement for its Flower scent is accompanied by vibrant still photography, which captures the essence of the spot.

Campaigns for Kenzo

Kenzo also recently marketed an archive-driven collection with an advertising effort that brought together icons of design, photography and pop culture.

The brand's creative directors Carol Lim and Humberto Leon tapped photographer Peter Lindbergh and pop star Britney Spears to collaborate on the campaign for La Collection Memento N 2, which updates codes from brand founder Kenzo Takada. Despite her celebrity, this marks the first time the popstar has fronted a high-fashion campaign ([see more](#)).

Kenzo similarly focused on the relationship between artist and muse in a project that brought together fashion, film and music.

Centered on its spring/summer 2018 collection, Kenzo's "Yo! My Saint" is an artistic collaboration that includes an original song by Karen O, best known as the lead singer of the Yeah Yeah Yeahs. While acting as a marketing effort for this season's designs, Kenzo's project put entertainment ahead of overt product promotion ([see more](#)).

"With a unifying campaign element - in this case, floral - promotion is much more integrated without the need to be product-specific," Mr. Rains said. "Instead, Kenzo is able to focus on the elements that make the entire line unique rather than focusing on each product independently.

"Perhaps more importantly, however, cross promotion and upsell can be added into the sales strategy," he said.

"Typically these are difficult to execute in fragrance, because each product has distinct notes that resonate with the customer.

"But with a unifying element present in the new line, the process is much easier."

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