

FRAGRANCE AND PERSONAL CARE

## Jean Paul Gaultier offers eccentric advice via branded bot

June 25, 2018



*Jean Paul Gaultier's JeanPod campaign centers on its perfumes. Image credit: Jean Paul Gaultier*

By SARAH JONES

French fashion label Jean Paul Gaultier is echoing the rise in voice assistants with the debut of an imagined artificially intelligent helper.

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The house's "JeanPod" video series sees actress Rossy de Palma asking an artificially intelligent speaker questions about everything from what to wear to how to take a better selfie. With the brand's typical humorous tone, the content combines entertainment with promotion of its Classique and Le Male perfumes.

"To be honest, I am pleasantly surprised that a major fashion house would incorporate a comedic approach to their brand," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "You don't see this happen too often since most fashion and luxury brands are protective of their brand.

"However, I would assume the creative concept was to tap into younger millennials and even Gen Z," he said. "This group will be the next big consumer target in the next 10 years, so this approach definitely taps into their mindset since virtual assistants are popular now, like Echo's Alexa."

Mr. Louangvilay is not affiliated with Jean Paul Gaultier, but agreed to comment as an industry expert. [Jean Paul Gaultier](#) was reached for comment.

### Perfume personal assistant

Jean Paul Gaultier's series centers on Ms. de Palma's encounters with her JeanPod. In each episode, she wakes up the device and asks for assistance with something style or beauty related.



*Jean Paul Gaultier's device is a "smooth talker." Image credit: Jean Paul Gaultier*

In the first chapter, Ms. de Palma is seen dressed in a towel as she asks JeanPod to help her pick out an outfit. After "showing" the speaker a bevy of options, JeanPod turns down each one.

The assistant then tells her to spray on perfume and take off her towel. The final shot is of Ms. de Palma walking down the stairs in the nude, telling her guest that she's wearing Jean Paul Gaultier.

In the next episode, Ms. de Palma asks JeanPod how to apply perfume. The speaker instructs her that she should not apply it alone.

As if by magic, a male model appears behind the actress. JeanPod then tells her to spray perfume on his wrists, then dab his wrist on her skin.

Another episode sees the model, Jhona Burjack, asking JeanPod for advice about becoming a supermodel. The device advises him to be himself, but "exaggerate everything."

Ms. de Palma also consults JeanPod as if it were a magic mirror, asking him, "Who is the fairest of them all?"

In other shorts, JeanPod helps Ms. de Palma run lines, achieve a modern makeup look and tighten a corset.

*Jean Paul Gaultier's JeanPod series teaser*

"With the popularity of personal assistants like Google Assistant, and Amazon's Alexa, it makes perfect sense for them to use their interpretation of a personal assistant in their video," Mr. Louangvilay said. "It's very relevant right now and Jean Paul Gaultier is tapping into this trend."

Content push

For Jean Paul Gaultier, content is a central part of its fragrance marketing.

The label previously enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand got into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enables the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s ([see story](#)).

Jean Paul Gaultier also offered an inside look at the fantastical process behind the creation of its fragrances.

"Welcome to the Factory" is a one-minute tour filled with sailors and corseted models, who flirt, row and strut along the machines to produce Classique and Le Male. While the concept behind a factory may seem counterintuitive for a luxury brand, this humorous short enables Jean Paul Gaultier to once again reveal its brand personality ([see story](#)).

"Often times, brands get focused on being too serious because they're worried about how a comedic approach could affect the perception of their brand," ELMNTL's Mr. Louangvilay said. "The inclusion of the entertainment aspect will attract a wider audience and get them familiar with the brand."

"While the perfume isn't the highlight, it's introduced to viewers and the video tone is targeted at a younger audience, so this group of people have time to continue to learn about the brand as they continue to follow the brand's evolution," he said.