

FRAGRANCE AND PERSONAL CARE

## Jean Paul Gaultier takes on Parisian stereotypes in cheeky series

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Jean Paul Gaultier's #ParisianClichs takes a humorous look at stereotypes. Image credit: Jean Paul Gaultier

By SARAH JONES

French fashion label Jean Paul Gaultier is tackling typecasts about residents in its hometown in a string of playful shorts.

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"Parisian Clichs" follows a protagonist as she navigates everything from interacting with tourists to getting into a club. By presenting a fashionable yet funny version of Paris, Jean Paul Gaultier is reinforcing its heritage as well as its sense of humor.

"This campaign is brilliant," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "There is a fine line between self-deprecation that is funny and self-deprecation that is just depressing. This smartly executed and aptly named campaign takes these stereotypes and turns it into something that is relatable, not elitist.

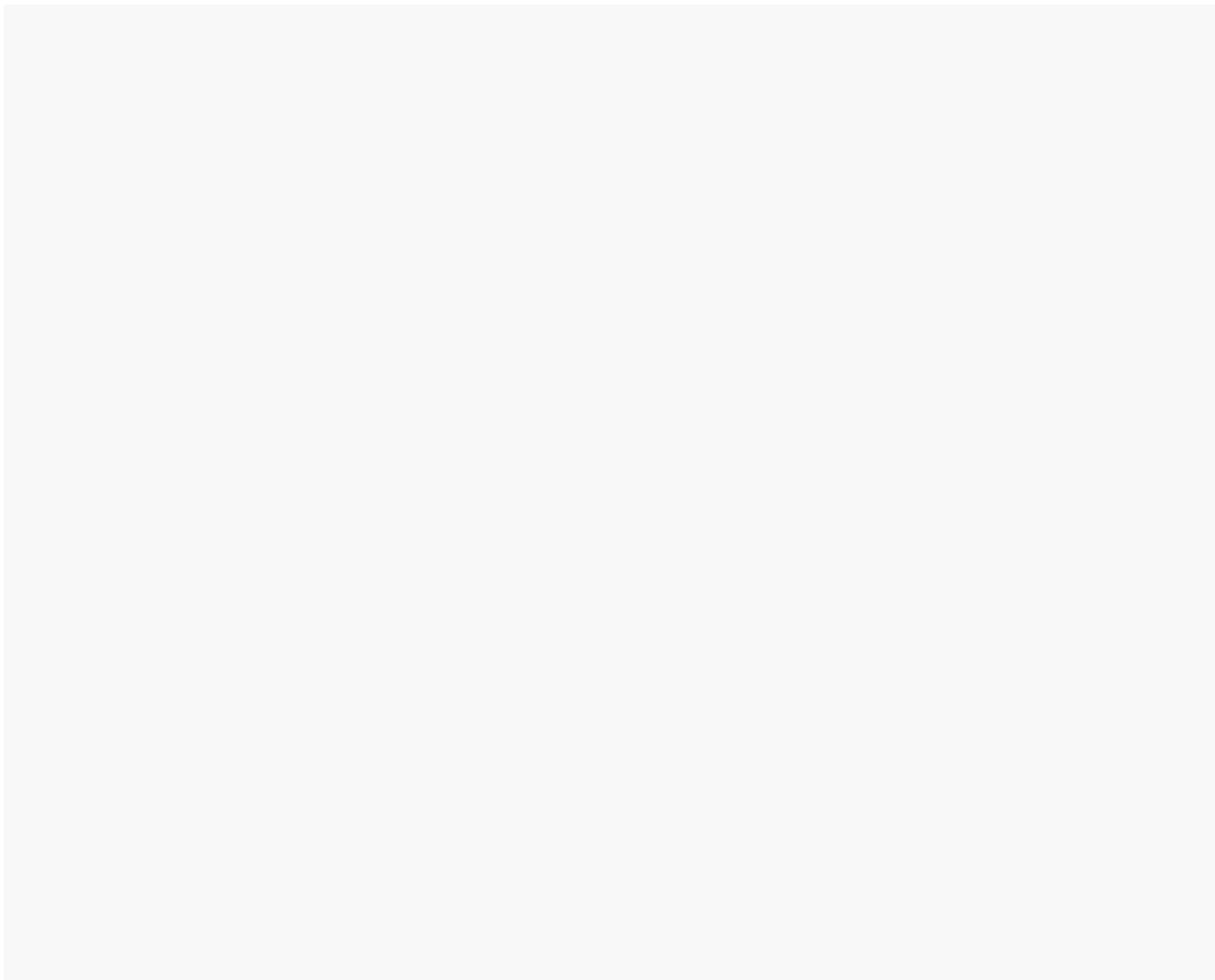
"Jean Paul Gaultier is not trying to change the narrative around how the rest of the world views Parisians. He is embracing these clichs for what they are," she said. "And really, for those that have been to Paris and for his target audience, this campaign is amusing without being degrading to the Parisian culture."

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

Parisian profiles

Jean Paul Gaultier's vignettes are narrated by a voiceover that uses a mix of French and English.

Parisian Clichs kicks off at breakfast, where the star of the series chows down on a croissant, coffee and Champagne. As they imbibe, the narrator cheerfully talks about detoxing.



When all you want for healthy breakfast is gossip. #ParisianCliches #BeScandal #JeanPaulGaultier Gif by @gorkapostigo

A post shared by Jean Paul Gaultier (@jpgaultierofficial) on Jul 17, 2018 at 10:10am PDT

### *Instagram post from Jean Paul Gaultier*

From there, the model goes on to encounter two tourists with a selfie stick. The narrator explains that in Paris, everyone is willing to help.

The protagonist agrees to take their photo, but after she grabs the camera, she instead points the lens at herself, posing for a number of shots.

Next up, the series points to Paris' walkability. However, per the video, the locals do not take advantage of this.

Illustrating this point, the model hails a cab to take her mere feet along the sidewalk.

In another film, the main character is found taking in the "fresh Parisian air" with a bouquet of flowers in her hand, when she is approached by her friend, who sprays the buds with perfume.

The protagonist also finds a solution to Paris' bad weather by turning a rainy street into her own runway. In a pair of high heels, she struts along under an umbrella, not allowing the forecast to dampen her style.

Jean Paul Gaultier also humorously comments on Parisian women's demure nature. As the voiceover explains how shy they are, the model turns a sidewalk into a runway with an attention-grabbing walk.

The woman later uses flirtation to get her friends into a nightclub. As she distracts the bouncer, a line of people waiting to get in take advantage of his lapse in attention and enter.

*Jean Paul Gaultier's #ParisianCliches*

While serving as a marketing push for Jean Paul Gaultier's Scandal scent, the content is more about entertainment than product promotion. The fragrance barely makes an appearance within the scenes, instead serving as the inspiration for the vignettes.

#### Fun meets fashion

Jean Paul Gaultier originally promoted Scandal with a voyeuristic paparazzi-themed campaign on social media.

The posts for the brand's new fragrance include short videos filmed in a lo-fi way mimicking the look of a hastily shot cellphone camera video. The campaign's concept is to ape the style of edgy, unsanctioned videos shot in private to emphasize the more dangerous aspects of the brand ([see story](#)).

Along with this scandalous scent marketing, Jean Paul Gaultier frequently mixes comedy with couture.

Jean Paul Gaultier recently echoed the rise in voice assistants with the debut of an imagined artificially intelligent helper.

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 ([see story](#)).

"Typically, luxury and laughs aren't of kind," Ms. Bates said. "Luxury, for whatever reason, is supposed to be serious and sensual, exclusive.

"Think of perfume campaigns, avant-garde and couture fashion shows – they are typically straight-faced and solemn," she said. "While I don't think that most luxury brands can execute using humor in their campaigns, Jean Paul Gaultier did it with an amount of perfection that will be hard to replicate.

"With that said, luxury is being pushed to be more inclusive and more relatable with the next generations demanding it. So, it will be interesting to see if other fashion houses will follow suit."

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