

FRAGRANCE AND PERSONAL CARE

Givenchy looks for forbidden adventure in fragrance launch

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Rooney Mara is the new face of Givenchy Beauty. Image credit: Givenchy

By SARAH RAMIREZ

French fashion house Givenchy is relaunching a classic women's fragrance created for Audrey Hepburn with the help of a modern-day star.

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American actress Rooney Mara stars in the new campaign for L'Interdit, which takes her on a journey of self-discovery. The fragrance, whose name means forbidden, was introduced to the market in 1957 as a tribute to Hubert de Givenchy's muse.

"A lot of fragrance ad campaigns speak to an ideal, an ideal of beauty or status," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "This campaign wants to submerge the viewer into a culture that perhaps some of their traditional audience doesn't really see."

Evening escape

The campaign film for L'Interdit reunites Ms. Mara with director Todd Haynes, who directed the actress in her award-winning role in the romance "Carol."

Set in Paris, the vignette opens to a party. Ms. Mara, dressed in a black lace Givenchy gown, is standing alone on a balcony and overlooking the city streets.

Rooney Mara is searching for adventure in the new Givenchy Beauty campaign

Bored by the people around her, Ms. Mara grabs her bottle of L'Interdit and leaves the apartment.

She walks the empty streets until she reaches a metro station. Here the music changes from a mysterious melody to a more energetic electro-pop beat.

Ms. Mara takes the stairs to the station platform, but as a train arrives, she keeps walking and descends a second set of stairs. She opens a door marked "L'Interdit" and reveals an underground dance party.



Rooney Mara discovers a secret party. Image credit: Givenchy

Amid the flashing lights and thumping music, Ms. Mara follows the party-goers deeper into the underground soiree. The Givenchy logo is splashed across the walls.

The next morning Ms. Mara exits the subway station, shoes and fragrance in hand, and takes in the early morning light.

Givenchy's L'Interdit has notes of jasmine, orange blossom and patchouli. The original formula was Ms. Hepburn's personal perfume before being commercialized and was known for its woody floral scent.

With her slight frame and dark hair in a sleek bob, Ms. Mara represents the same stylish sensibility that made Ms. Hepburn famous.

"Mara is the girl that can do both: she can be the girl on the red carpet or at a gala, and she is also the girl that you could see at an underground party," Ms. Bates said. "She is both timeless and avant-garde, which embodies every aspect of the Givenchy brand."

Nighttime narratives

Givenchy's previous advertising campaign also captured the nighttime spirit with a story about an international clique.

The brand's "Night Noir" campaign for fall/winter 2018 follows the "in-crowd" as they head to a secret party, putting the focus on the journey as well as the destination. Marking creative director Clare Waight Keller's first fall campaign, the effort speaks to the potential that exists at the start of the night, looking to position Givenchy attire as a key to making a successful arrival ([see story](#)).

Earlier this year, Givenchy lingered after an all-night party to introduce Ms. Waight Keller's debut collection campaign for spring/summer 2018. Photographed in a private upstate New York mansion by Mr. Meisel, the campaign features pieces from the collection for men and women.

Givenchy describes the campaign as having a "Seventies vibe" and "offhand attitude." Shot as candid portraits, the images look as if they were taken among friends or offering an "invitation to hang out with the in-crowd" ([see story](#)).

"Givenchy is not a fashion house that springs to mind when you think of a traditional Parisian fashion house," Ms. Bates said. "They carry an air of mystery, a borderline darkness, to them."

"The woman who wears Givenchy isn't afraid to take a risk," she said. "Whether that risk is with her clothing or in her day-to-day life, the woman who chooses Givenchy chooses uncertainty and embraces the adventure of it all."

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