

APPAREL AND ACCESSORIES

Jean Paul Gaultier employs mischievous elves for playful holiday activities

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Jean Paul Gaultier's Claymation campaign

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French fashion label Jean Paul Gaultier is tapping a common holiday trope for a variety of comedic shorts done in its own branded style.

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The brand has created its own version of Claymation shorts for the holiday season, which feature a series of mischievous elves in a variety of activities around its products. The elves are shown knitting, dancing, napping, ice fishing and playing shuffleboard alongside Jean Paul Gaultier products that are larger than the elves themselves.

Jean Paul Gaultier Christmas village

Jean Paul Gaultier's special holiday snow globe collectible Classique and Le Male fragrances and its Scandal scent are a few of the perfume bottles showcased in the holiday shorts.

One short shows two elves knitting, when one realizes that its creation is too big for the Jean Paul Gaultier bottle in the scene.

All dressed up for winter! [#ComingSoon](#) [#JPGCrazyElves](#) [#JeanPaulGaultier](#)
pic.twitter.com/KfYYAKgjJy

Jean Paul Gaultier (@JPGaultier) [November 28, 2018](#)

Tweet from Jean Paul Gaultier

Another film shows the same two elves ice fishing beside one of the fragrance bottles until one of them catches a giant fish, which flies out from the ice sending snow everywhere and pushing him backwards.

In one clip, two elves are napping in the snow beside fragrance bottles until another wakes them up with a horn. They are so startled they jump up in the snow.

Another short shows two elves playing a game on the ice that looks similar to curling or shuffleboard alongside two of the Jean Paul Gaultier snow globe collectible bottles, when the balls accidentally clank into the bottles.

A scantily clad elf is shown in one vignette dancing on Jean Paul Gaultier's Scandal bottles, while a presumably snowwoman is shown with carrots in an unusual place slides down a hill.

However, while sliding down the snowwoman's body gets jumbled up.

Jean Paul Gaultier's video series

While using a classic film technique, Jean Paul Gaultier has put its own cheeky spin on holiday stories.

Cheeky campaigns

Jean Paul Gaultier is often creating unique campaigns that lean on sexy or offbeat comedic themes.

The French fashion label recently tackled typecasts about residents in its hometown in another string of playful shorts.

"Parisian Clichés" 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 ([see story](#)).

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

The house's "JeanPod" video series sees actress Rosy 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](#)).