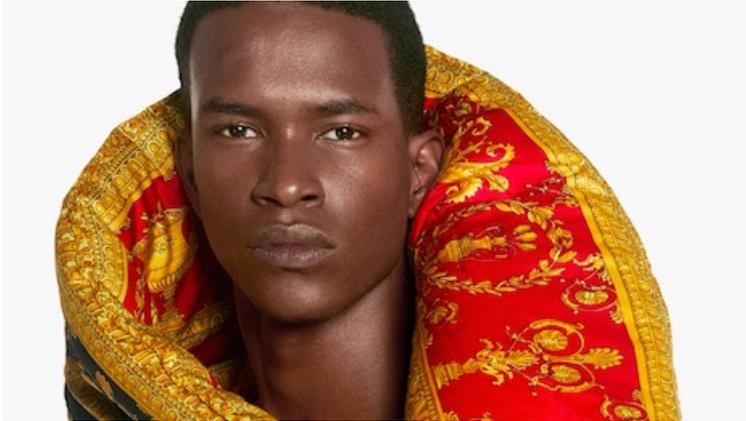


FRAGRANCE AND PERSONAL CARE

## Versace interprets men's fragrance with sensual visuals

December 13, 2018



*Versace unveils Eros Flame fragrance in sensual campaign. Image credit: Versace*

By BRIELLE JAEKEL

Italian fashion label Versace is painting a picture of a man who is in touch with his emotions in a film marketing its latest Eau de Parfum with striking cinematography.

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Versace has created its latest fragrance for "strong, passionate and confident men," which it is showcasing in a unique film sequence. "A Fiery Romance" features a couple exhibiting their love in an avant-garde sequence that views almost as an interpretative dance, creating a more abstract push for the perfume.

### Flaming love

At the start of the film, a couple is shown embracing each other unclothed in an unusual manner, with the woman reaching her arms over her lover's head while leaning her head back and the man holding her as he looks down.

While they move only slightly, the image surprises viewers, as it appears to be a photograph in the hands of the man. As the lover is holding the image, the camera eventually moves to show his face with a single tear.

[View this post on Instagram](#)

The spark of true love is the dream that each of us pursues - #VersaceErosFlame captures that passion in a sensual fragrance for him. Explore #VersaceFragrances at the link in bio.

A post shared by Versace (@versace) on Dec 11, 2018 at 5:54am PST

### *Instagram post from Versace*

Moving farther back, the camera angle reveals that the woman is actually watching this image of the man on a television screen.

She also has a single tear streaming down her cheek, which she allows to drop into an oversized bottle of the Eau du Parfum.

Another move of the camera shows that the man is doing the same.

The film ends with both lovers reaching out to each other's images through the screen, which turns into a bottle of the fragrance.

An elaborate classical statue introduces the Eau du Parfum, Eros Flame.

### *Versace's film*

Versace's film itself is meant to represent a fiery passion in through a visual medium that conveys the intensity behind the scent, without having to smell it.

### *Versace masculinity*

The Italian fashion label similarly told a cinematic story of modern masculinity to launch a previous cologne.

Shot by photographer Bruce Weber, the black-and-white campaign film for the Dylan Blue scent starred a cast of models and fighters, who come together for a vintage-inspired tale of friendly rivalry and friendship. While scent can be difficult to communicate via digital mediums, consumers may be able to associate with this group of friends and therefore the fragrance ([see story](#)).

Versace more recently put an inventive spin on the photo campaign with the world's longest advertising image for its fall/winter 2018 effort.

The image itself is incredibly long, featuring more than 50 models all posing in various looks from the collection. The bold experimentation with the traditional boundaries of advertising imagery elevates an otherwise fairly straightforward campaign ([see story](#)).

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