

FRAGRANCE AND PERSONAL CARE

## Gucci collaborates with beauty platform for multimedia fragrance launch

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*Still from an episode of Growing Pains. Image credit: Gucci*

By SARAH RAMIREZ

Italian fashion label Gucci is marking the launch of a new fragrance trio with a special video and podcast series exploring unconventional beauty.

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"Growing Pains" is a collaborative video and podcast project between *Dazed Beauty* and Gucci coinciding with the introduction of Gucci Bloom fragrances. By sharing brand storytelling through both video and audio, Gucci is leveraging more digital tools to reach its audience.

In Bloom

The Growing Pains series features podcast interviews and videos with three women: cellist and singer Kelsey Lu, dancer and choreographer Holly Blakey and actress Hari Nef.

The women each represent one of the Gucci Bloom fragrances.

The original Gucci Bloom fragrance has notes of jasmine and tuberose. Gucci Bloom Acqua di Fiori is a fresher take on the original with accord of galbanum, while Gucci Bloom Nettare di Fiori emphasizes floral notes of rose and osmanthus.

*Dancer and choreographer Holly Blakey reflects on her relationship with her body in a film for Gucci Bloom*

Each woman has found success through her career, and each film and podcast includes their reflections on how adolescence influenced their creative lives.

"As a child, I was more focused on the creative side of life it was just natural, it was just like drinking water," Ms. Lu says in her film. "But I always felt really within my own world, beyond the environment I was within."

Ms. Lu also notes her appreciation for natural beauty in her podcast interview with *Dazed Beauty* contributing editor Charlie Brinkhurst-Cuff. The accompanying film shows her wearing her hair naturally curly and she wears minimal makeup.

In her film, Ms. Blakely explains how she came to view beauty as a decision. Originally trained as a ballerina, Ms.

Blakely transitioned to contemporary dance after taking a break from dance as a teenager.

"Age has taught me beauty is a decision you make," Ms. Blakely says. "Beauty lies in unbelievable places and you can decide if the world views you in that way."

The final video features Ms. Nef, who discusses inner and outer beauty.

"I wondered what change from the inside would look like," Ms. Nef says. "Can just being a voice, or saying something or starting a conversation, is that enough?"

"I definitely was not conventionally pretty by anybody's standards," she continues. "Then I sort of forced myself into some kind of prettiness proxy."



*Musician Kelsey Lu for Gucci Bloom. Image credit: Gucci*

The films capture a similar ethereal aesthetic with mostly muted color palettes and occasional shocks of color. The images have a vintage-inspired texture and include color and black-and-white images.

The Growing Pains podcast episodes are more in-depth, each clocking in at more than 20 minutes in length. Gucci launched its podcast in May 2018 and has shared conversations with Dapper Dan, Elton John and Alessandro Michele, among others.

#### Podcast power

In addition to Gucci, brands including Chanel and Harvey Nichols have developed podcasts, looking to the medium as a means of connecting with consumers over audio. While still a relatively new concept for marketing, podcasts offer an appealing audience for luxury brands.

The audio content format is also growing in popularity. In 2017, the portion of monthly listeners rose from 21 percent to 24 percent. Additionally, four in 10 consumers have ever listened to a podcast.

In addition to being plugged into audio content, the population that subscribes to podcasts is also more apt than the general population to be active on social media ([see story](#)).

Cond Nast's *British Vogue* also examined the power of beauty through its first podcast, "Appearances."

*British Vogue* contributing editor Mr. McQueen acts as the host for Appearances, leading guests through discussions that touch on the way in which how they look has affected their perspective on themselves. New episodes debut on *British Vogue's* Web site and iTunes ([see story](#)).