

FRAGRANCE AND PERSONAL CARE

Guerlain brings Bee bottle to life in film

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Every Bee bottle is hand-painted. Image credit: Guerlain

By SARAH RAMIREZ

French perfumer Guerlain is sharing an inside look at the craftsmanship behind its iconic Bee bottle, in an effort to introduce a new generation of consumers to its proud heritage.

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A short film details the process and inspiration behind the unique perfume bottle, which is embossed with bumblebees. Many luxury brands choose to find new strategies to promote their long histories in a bid to emphasize the quality and timelessness of their goods.

"Selling the bottle is as natural for French luxury brands as it is to sell the product," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "It's all one objet d'art."

Bee bottle

The film is set at the home of glassmaker Pochet du Courval. The glassmaker and Guerlain have been working to craft the bottle since 1853.

Viewers see the entire bottle-making process, beginning with the intricate metal case that is filled with golden drops of hot glass. Machines place the newly formed bottles onto an assembly line and the bottles travel underneath a hot flame as part of the cooling process.

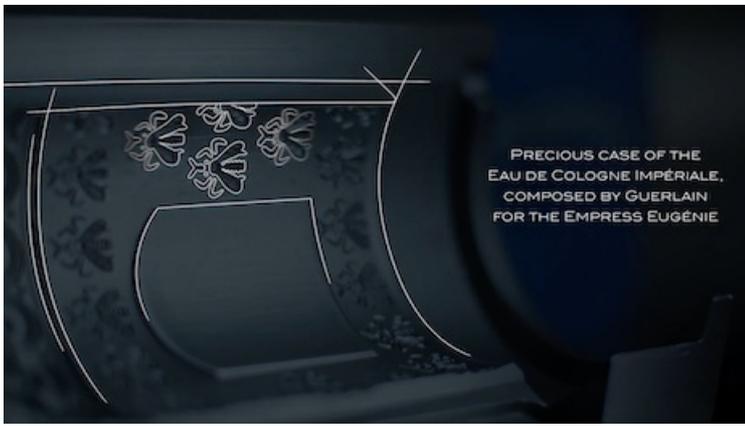
Guerlain's new film follows the journey of each Bee bottle

Each Bee bottle is hand-inspected before it is taken to be painted. Attention to detail is crucial.

Over the course of the film, images are paused and captions explain certain details about the development of the bottle.

The Bee bottle was designed by perfumer Pierre-Francois-Pascal Guerlain in 1853 to house the Eau de Cologne Impriale he created for Empress Eugnie. The empress received the bottle to celebrate her wedding to Napoleon III.

The bottle features 69 glass bees tipped with gold paint by hand, since the insect is a traditional symbol of the monarchy. Guerlain took inspiration for the bottle's shape from the Vendme column ([see story](#)).



Guerlain's new film shares fun facts about the Bee bottle. Image credit: Guerlain

Finally, the Bee bottles arrive at Guerlain's workshops in Orphin, France to be filled.

There, cologne is hand-poured into each bottle through a funnel. Then each bottle is sealed and the cap is bound with gold thread.

After the excess film is removed from the bottle's cap, a fresh Guerlain label is carefully applied.

Craftsmanship and heritage

Guerlain often uses new media to share its brand heritage.

The perfumer recently tapped into the strong relationship between scent and memory with a new application that hopes to convey emotion through audio.

Guerlain is engulfing fragrance fans into its world with a variety of stories centered on perfume. The perfumer has created a new digital platform, dubbed Olfaplay, that invites a variety of speakers to share their stories in relation to scent, looking to make an audio impression in a time where social media has created shorter attention spans ([see story](#)).

The brand also traced its olfactory history through the stories of the noses behind its scents.

Guerlain's "Saga 1: Guerlain Perfumer, a story of shared know-how" delves into what the brand is calling a "love story," representing a shared affection for craft and women. As Guerlain celebrated 190 years in business, it looked back at some of the highlights within its 1,100 fragrances ([see story](#)).

"Heritage is a pillar of luxury," Mr. Ramey said. "People don't buy what you think you're selling, particularly in the luxury space."

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