

FRAGRANCE AND PERSONAL CARE

Viktor & Rolf uses voyeurism to promote new fragrance

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Spicebomb Night Vision Bottle. Image credit: Viktor & Rolf

By STAFF REPORTS

Dutch fashion house Viktor & Rolf is launching a new men's scent by presenting it in a unique manner, primarily in night vision.

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The brand says the film is a visual answer to the question "What happens when the lights go out?" The advertising campaign promotes a reimagined version of Viktor & Rolf's 2012 men's fragrance, Spicebomb.

Voyeurism and performance

Through the theme of voyeurism, the Viktor & Rolf film is from a woman's perspective as she spies into a man's bedroom window.

A man enters the room in a suit, and as he stares out the window, he knows he is being watched.

The subject opens the fragrance bottle as if it is a grenade and simultaneously, the lights go out. "Lights off, game on" the video captions read, but viewers can still see him through night vision-style footage.

He undresses and sprays on the scent before falling on his bed, as the woman watches from above.

Green is a theme throughout the film and the fragrance itself, with Viktor & Rolfe describing it as having notes of green cardamom, green mandarin essences and Granny Smith.

Perfumers Nathalie Lorson and Pierre Negrin of Firmenich created the scent.

Viktor & Rolf's video

Viktor & Rolf previously explored the similarities and differences between fashion and art in a video produced by Refinery29 and Visionaire.

In "One Look: The Framework" *Refinery29* delved into the Viktor & Rolf Haute Couture fall/winter 2015 runway show, examining how the carefully created pieces are essentially works of art. The relationship between fashion and art has been questioned for centuries as the two worlds are inextricably linked, but this video works to shed new light

on the age-old discussion ([see story](#)).

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