

FRAGRANCE AND PERSONAL CARE

Jean Paul Gaultier shows scandalous side of Paris in fragrance spot

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Irina Shayk is the face of Scandal a Paris. Image credit: Jean Paul Gaultier

By STAFF REPORTS

French fashion label Jean Paul Gaultier has tapped model Irina Shayk to be the new face of its Scandal scent.

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In a campaign for the Scandal a Paris version of the fragrance, Ms. Shayk causes a stir as she enters a fine dining establishment in risqu attire. While speaking to the racier side of the brand's home city, the spot also manages to inject the label's signature sense of humor.

Causing a scene

The Scandal a Paris spot is in black-and-white and set to a classic soundtrack, giving the film a vintage feel. Ms. Shayk appears as she struts through a restaurant wearing only lingerie and a blazer.

Diners and waiters have dramatic reactions. One server drops a lobster into a patron's dish, splashing liquid on her in the process.

Some bystanders cover each other's eyes, stare with their mouths open, audibly gasp or scream "scandal." One man appears to have a cardiac arrest, falling back in his chair.

Ms. Shayk eventually makes her way to a table and sits down.

However, even with the sense of shock in the room, not everyone is against the ensemble. Mr. Gaultier makes a cameo, as he and friend Rossy de Palma note that they "love this scandal."

Jean Paul Gaultier's Scandal a Paris ad

Jean Paul Gaultier previously promoted its Scandal fragrance with a voyeuristic paparazzi-themed campaign on social media.

The posts for the brand's new fragrance include short videos filmed in a lo-fi way mimicking the look of a hastily shot cellphone camera video. The campaign's concept is to ape the style of edgy, unsanctioned videos shot in private to emphasize the more dangerous aspects of the brand ([see story](#)).

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