

FRAGRANCE AND PERSONAL CARE

Jean Paul Gaultier challenges consumers to see who the “real man” is

July 30, 2019



Jean Paul Gaultier launches an arm wrestling game online. Image credit: Jean Paul Gaultier

By STAFF REPORTS

French fashion label Jean Paul Gaultier is wrestling with the idea of interactive marketing with a new digital platform.

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To continue the theme of its In the Navy scent for men, the brand has developed a playful online game in which users digitally arm wrestle. Players have the option to compete against the computer or challenge friends, in an effort to broaden the reach of the game.

Wrestling with marketing

Jean Paul Gaultier is asking fans of its brand “Are you a real man?”

To engage subscribers, the brand has sent a consumer-facing email prompting users to click “Play Now,” while also touting its In the Navy and Le Male scents.

The tagline of the navy-themed fragrance, “For real men only,” ties into the game in which users compete to see who is the real man.

When playing on desktop, users must frantically press the space bar as fast as they can to urge their digital arm forward in the wrestling match. The game works the same way for mobile, with users tapping their finger on the screen instead of the spacebar.



Jean Paul Gaultier's game

For another fragrance campaign, the French fashion label tapped model Irina Shayk to be the new face of its Scandal scent.

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 risqué 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 ([see story](#)).

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