

FRAGRANCE AND PERSONAL CARE

## Gucci plays with unbridled nostalgia for fragrance launch

August 2, 2019

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*Harry Styles for Gucci Mmoire d'Une Odeur. Image credit: Gucci*

By SARAH RAMIREZ

Italian fashion label Gucci is introducing its latest fragrance, a universal scent that reflects the shifting identities among younger consumers.

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Musician and actor Harry Styles is the face of Mmoire d'Une Odeur, a unisex scent envisioned by creative director Alessandro Michele and developed through the brand's beauty license with Coty. Since joining Gucci in 2015, Mr. Michele has explored themes of timelessness, self-expression and imperfection through the label's beauty and fragrance offerings, taking a different approach to the category.

"There is a resurgence of this inclusive, creative, accepting space that really is resonating with millennials a core demographic for Gucci while also bringing that nostalgia to their older demographic, as a way to buck the status quo," said Lauren Bates, marketing manager and lead storyteller at **Blue Moon Digital**, Denver, CO. "This campaign really does a great job of connecting people through time, through the use of nostalgia, with a concept of inclusion.

"As we, as a society, push to become more inclusive, more accepting, more loving, there becomes a space for more freedom to be who you are," she said. "In a way, this unisex fragrance, and certainly this campaign, has a come as you are' type of feeling.

"That is really what, I feel, Gucci has been saying as a brand for a long time. You don't need to be understood by everyone, but you have a place here."

Ms. Bates is not affiliated with Gucci, but agreed to comment as an industry expert. **Gucci** was reached for comment.

Roman revelry

Gucci initially teased the campaign earlier this summer in an editorial series shot by photographer Glen Luchford, a frequent collaborator with the label.

Mr. Styles appeared alongside individuals from the music, art and design worlds, including Harris Reed, Zumi Rosow, Ariana Papademetropoulos, Stanislas Klossowski de Rola, Olimpia Dior and Leslie Winer ([see story](#)).

Other campaign teasers shared childhood photos of the campaign's stars on social media, establishing a feeling of nostalgia.

Led by Mr. Styles, the cast reunites in Mr. Luchford's new film for Gucci Mmoire d'Une Odeur. The ethereal, vintage-style vignette is set in the Roman countryside, reminiscent of the fragrance's scent of Roman chamomile.

*Glen Luchford directed the new campaign for Gucci Mmoire d'Une Odeur*

At the opening of the film, the group of young people are seen wandering through the fields alongside ancient ruins as the sun sets. After night falls, they joyously dance around a bonfire.

The group is also seen strumming instruments and gently passing around a bottle of the fragrance.

Gucci Mmoire d'Une Odeur, which translates to "the memory of a scent," is housed in a retro-style green bottle with a gold cap. The color and delicate ridges are similar to the packaging of Gucci's new lipsticks ([see story](#)).

The unisex fragrance also has notes of jasmine and blends of musks, cedarwood and sandalwoods.

Further capturing the nostalgic inspiration, the campaign film is set to Roxy Music's 1973 track, "In Every Dream Home a Heartache." The characters seem to share the same spirit and sensibilities of the era's counterculture movement.

"In its own way this Mmoire d'Une Odeur campaign deconstructs the concept of gender, almost begging the question Why do we believe that men should smell this way and a woman should smell that way?" Ms. Bates said. "That old way of thinking almost seems archaic in the culture that is expressed in this film, in this community, this family, this society."

[View this post on Instagram](#)

A post shared by Gucci Beauty (@guccibeauty) on Aug 1, 2019 at 9:38am PDT

### *Instagram post from Gucci Beauty*

In one of the film's more unexpected moments, Mr. Styles rests his head on the shoulder of a blonde woman who is covering her face with a lamb mask. In another scene, a couple embraces each other in the nude, while others form a circle around them.

The men and women also go for joyrides in vintage automobiles and spend sun-kissed days reading or playing music. The song builds to an instrumental crescendo as the film ends.

Mmoire d'Une Odeur launched on Aug. 1, with a 2 oz. bottle retailing for \$95.

#### Gucci culture

Gucci has been examining similar motifs of youth and creativity in recent campaigns.

In one effort, the label explored the chemistry of perfume in a fragrance collection that aims to inspire consumers to customize their scent.

The Alchemist's Garden features a series of perfumes and a scented candle that are designed to be layered and combined. As consumers crave individuality, Gucci is giving them the tools to be their own fragrance designer, expanding beyond its array of premixed juices to more traditional perfumery ([see story](#)).

More recently, Gucci brought countercultural inspiration to the Mediterranean for pre-fall.

Set to a psychedelic soundtrack, Gucci's pre-fall 2019 campaign featured groups of young people participating in activities that are not typical for the luxury label, including surfing and camping. The backdrop of ancient ruins also imbues the campaign with a sense of timelessness.

Although the film was shot by Mr. Luchford at Sicily's Selinunte Archaeological Park, the men and women featured in the campaign partake in activities more reminiscent of California's Venice Beach ([see story](#)).

"Even before Mr. Michele took the helm as creative director, Gucci has had a long-standing relationship with counterculture" Ms. Bates said. "Those that don't fit into the norm of high-fashion, those that don't look a certain way or carry."

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