

FRAGRANCE AND PERSONAL CARE

## Angelina Jolie opens home for Guerlain fragrance spot

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*Angelina Jolie is returning as the face of Mon Guerlain. Image credit: Guerlain*

By STAFF REPORTS

French beauty label Guerlain is continuing its partnership with its muse Angelina Jolie by taking its latest campaign to a place that is personally significant to the actress.

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The advertising effort for Mon Guerlain Eau de Parfum Intense was shot in Ms. Jolie's home in Cambodia, the birthplace of her son Maddox. This follows an earlier ad campaign for Mon Guerlain that filmed at Ms. Jolie's family home in France, keeping the fragrance marketing linked to the life of the actress.

Cambodian campaign

Ms. Jolie has been the face of Mon Guerlain since 2017, and she inspired the perfume. The scent has roots in Ms. Jolie's childhood memories and her late mother's love of a Guerlain powder.

Mon Guerlain is described as the fragrance for "women who embody modern femininity, who embrace all that life brings and all sides of themselves." For Guerlain and its master perfumer Thierry Wasser, Ms. Jolie is the embodiment of this modern take of femininity due to her personal and professional ambitions and achievements ([see story](#)).

The original launch campaign was filmed at Ms. Jolie's family home in Provence. Guerlain harvests lavender from this region of France, tying together Ms. Jolie's experiences as well as the footprint of the brand.

Guerlain's new iteration of Mon Guerlain is designed for bold women. Perfumers Mr. Wasser and Delphine Jelk combined notes from regions around the globe to compose an oriental fragrance, including Tahitian vanilla from Papua New Guinea, jasmine Sambac from India, sandalwood album from Australia and lavender from Provence.

Guerlain tapped director Emmanuel Lubezki to shoot a campaign for the new scent.

In the spot, set to "Wild Thing" by The Troggs, Ms. Jolie is first shown in bed. The actress turns in the sheets and looks directly at the camera.

*Mon Guerlain Eau de Parfum Intense*

After Ms. Jolie sprays some perfume on her neck, the film's pace picks up. The actress is shown dancing in the rain, intermixed with close-up shots of droplets hitting flowers.

The beauty label also shares Ms. Jolie's interest in Cambodia. Last July, she and the brand launched a partnership to protect bees in the Samlot region in the northwestern part of the nation.

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