

FRAGRANCE AND PERSONAL CARE

Armani Beauty refreshes fragrance campaign concept via casting

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Behind-the-scenes of the Emporio Armani campaign. Image credit: Armani Beauty

By SARAH JONES

Italy's Armani Beauty is putting a different spin on its romantically-driven advertising concept for a fragrance duo by casting a new couple in the lead roles.

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For Emporio Armani's his-and-hers perfume pair In Love With You Freeze and Stronger With You Freeze, the brand has created a cinematic campaign film starring actors Nicholas Hoult and Alice Pagani. For beauty brands, diverting from the same concept or casting can help a fragrance collection gain a fresh audience.

"When people view a recast, it's usually negative," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "That's not always the case, and while I do not know why Armani decided to recast, there are some benefits to their move.

"The recast opens up the fragrance to new fans who may have been following Nicholas Hoult and Alice Pagani," he said. "Both are actors with a large following, therefore casting them would help get some of their loyal fans to become customers of the brand.

"In addition, recasting also helps refresh a campaign and allows people to see it with a new set of eyes. It gives it new life."

Mr. Louangvilay is not affiliated with Armani Beauty, but agreed to comment as an industry expert. [Armani Beauty](#) was reached for comment.

New couple

When the fragrances Because It's You and Stronger with You originally launched in 2017, Armani cast Matilda Lutz and James Jagger as the fictional couple Laura and Paul. In ads directed by Fabien Constant, the spokesmodels were shown planning surprises for each other, from elevated dates to kissing challenges ([see story](#)).

Now, after two years featuring the same couple in additional scenarios for releases including In Love With You and Stronger With You Intensely, Armani Beauty is updating its push for the Emporio Armani line with new faces as it launches two new scents. However, the brand kept continuity with Mr. Constant returning as the director.

Mr. Hoult is a British actor who rose to fame with the television series "Skins." He has gone on to star in films including movies in the X-Men franchise.

Italian actress Ms. Pagani is most well-known for starring in the Netflix series "Baby."

The new film, titled "Love Story," opens on close-ups of the actors' eyes. As the camera angle changes, the viewer sees that the couple is embracing on the precipice of a kiss, staring into each other's eyes.

In another scene, Ms. Pagani watches as Mr. Hoult draws the word "me" on the back of his hand, followed by a plus sign on his palm. Completing the idea, he gestures to the word "you" that is written on the ground.

Playful scenes ensue, capturing the magnetism and spontaneity between the two characters.

In one, the couple pulls up next to each other in a pair of convertibles. After some friendly competitive speeding, they stop alongside each other and kiss.

Another scene finds the pair flirting on a carousel. Back at home, Ms. Pagani is shown taking a bubble bath when Mr. Hoult jumps into the tub fully clothed.

In a final show of the couple's inseparability, the man and woman race through a train station.

After Ms. Pagani boards, Mr. Hoult leans in for a goodbye kiss from the platform, but their farewell is disrupted by the train pulling away. Unable to let her go, he runs after the train and hops onboard for one final kiss.

Interspersed within the scenes are questions in black-and-white text, such as "When love pushes you" and "When love challenges you."

Emporio Armani fragrance campaign

"The new film definitely comes off as a continuation or sequel to the previous films," Mr. Louangvilay said. "The storyline follows a similar formula of two attractive people chasing each other and enjoying each other's company.

"The new film adds a bit more adventure than the previous films by having Nicholas and Alice sort of play a fun cat-and-mouse game," he said. "It gives the impression that the scents cause you to have a surge of feeling and exploration, and the scent attracts like minded people you want in your circle. After-all, scent is a common form of attracting potential mates."

Fragrance refresh

Since fragrances often have a longer lifespan than fashion collection, changing up the way that they are marketed can offer a new perspective on the same scent.

For instance, Italy's Gucci evoked a softer side of its Bamboo fragrance through a revamped look and corresponding advertising update.

The scent, which debuted in 2015, was marketed at launch with a commercial featuring Wonder Woman actress Gal Gadot, who was depicted as a glamorous, sensual renaissance woman ([see story](#)). A more recently released campaign reflects Gucci's marketing aesthetic under creative director Alessandro Michele, allowing the effort to more closely fit with the brand's current image ([see story](#)).

Taking a different approach, a video campaign from Italian fashion label Dolce & Gabbana shined a light on its famous fragrance, Light Blue, but the accompanying marketing material verged on the repetitive.

While the fashion house has wisely not changed much of its beloved fragrance since its debut, the same cannot be said for how it promotes the scent. Dolce & Gabbana's film for a new version of Light Blue, captured by fashion photographer Mario Testino, was almost identical to previous campaigns with little changed between them ([see story](#)).

Even though updates can make a campaign feel new again, there are risks involved.

"There are negatives to recasting actors for a familiar campaign," Mr. Louangvilay said. "Even if the new casts perform better, sometimes fans become accustomed to seeing familiar faces and become loyal to those actors. This could result in previous fans of the previous films disregarding the brand."

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