

ARTS AND ENTERTAINMENT

## Polar landscape comes to the Oscars' green room

February 7, 2020



*Rolex's 2020 Oscars Green Room. Image courtesy of Rolex*

By DIANNA DILWORTH

Hollywood's red carpet is one of the biggest affairs of the year, and luxury fashion houses, beauty companies and jewelers are strategically positioning themselves alongside Hollywood's finest.

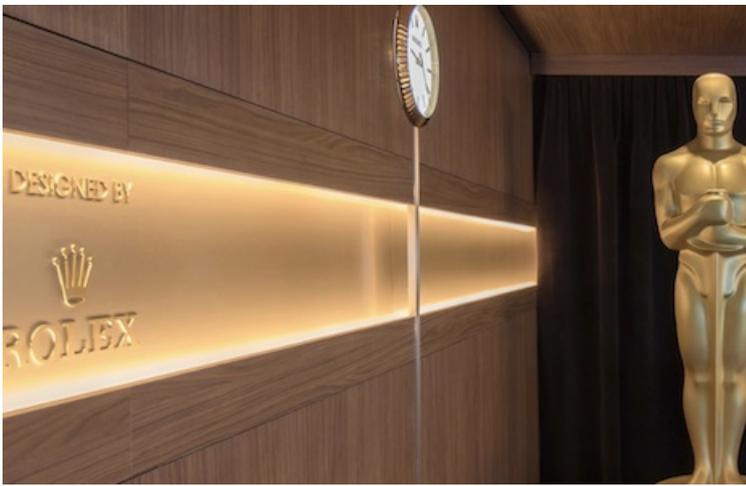
Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Nearly 30 million people tuned in to watch the Oscars live last year, a paltry comparison to the more than 100 million that watched the Super Bowl last weekend, but still the Oscars is the Super Bowl of celebrity fashion.

"The event creates great media buzz that continues to circulate via social media posts long after the fact," said Marie Driscoll, managing director of luxury and fashion at Coresight Research, New York. "Luxury brands will again participate.

"The right celebrity helps create desire, demand and sales," she said. "JLo [actor Jennifer Lopez] is very influential this year across a number of brands, and all benefit from her celebrity stature, New York attitude and authenticity."

Fashion designers and luxury brands fight to dress top **Oscar** contenders each year, offering dresses, jewels and watches, along with cars and beverages. Post-Oscars, the luxury fest continues across numerous parties in Los Angeles, home to the Academy Awards.



*The Oscars green room sponsored by Rolex, with clock looking down on the Oscar statuette. Image courtesy of Rolex*

## Rolex's green room

Swiss watchmaker **Rolex** has designed the Green room at the Dolby Theatre for the fifth year in a row, creating an elegant space where presenters and special guests gather before entering the stage.

The design theme for this year's room is "polar exploration."

The design taps into Rolex's Explorer watches, which since 1953 have supported explorers and adventurers who roam the heights and depths of the Earth.

This century, the brand is looking at nature not only as a place to explore, but a place to protect.

Last year, the brand launched its Perpetual Planet initiative, an effort to support the environment during climate change.

The Green room focused on an underwater theme in 2019, casting lens on the oceans. This year, the Greenroom design theme is inspired by the polar landscape.

Visitors to the room will feel as if they have entered a set for explorers in the North Pole.

The room itself is cozy wood-paneled walls and warm-toned furniture, while the views "outside" are of a cold white landscape.

Lighting experts have simulated a sunrise and sunset to highlight the passage of time.

This focus on time is tied together with the Rolex Explorer II as the cynosure of the dcor.

The idea is to highlight how this well-designed time piece should be at the center of any extreme expedition.

"The design of this year's Greenroom is a reminder of the beauty and fragility of the environment that Rolex is seeking to protect through our support of pioneering individuals and organizations finding solutions to safeguard the planet for future generations," said Arnaud Boetsch, director of communication and image at Rolex.

Last year, the company ran an ad during the broadcast featuring Hollywood directors Martin Scorsese, Alejandro G. Iñárritu, Kathryn Bigelow and James Cameron.

In one short, the filmmakers doled out advice to aspiring moviemakers in letters.

For instance, Mr. Scorsese told those who are "burning to tell a story" to just go out and make their film.

Ms. Bigelow, who is the first and only woman to take home a directing Oscar, told viewers, "Say what you believe. Your voice matters."

At the end, Rolex points to its role as the exclusive watch of the Academy Awards ([see story](#)).



Attendees at the 2019 Oscars ceremony. Image credit: The Academy of Motion Picture Arts and Sciences

### Gift that gives

It is a tradition for nominees to receive a gift bag, and Distinctive Assets will distribute these highly coveted presents to all 25 nominees in the acting and directing categories.

This year's bags are valued at \$215,000, up \$70,000 from last year.

Luxury marketers can figure out what is hot by the contents of the party favors bag.

This year the bags include tickets for a cruise on [Scenic Luxury Cruises & Tours](#), worth more than \$78,000. Antarctica and the Mediterranean are on the destination list.

"As products and marketing has evolved so has the gift bag," said Rebecca Miller, principal at Miller&company.

"Today, they still contain a beloved 4-piece box of chocolates and Milano cookies, but the assortment has grown from classic luxury brands to health and wellness and travel experiences to physical enhancement services to personalized clothing a smart bra no less," Ms. Miller said.

Luxury brands are willing to offer up such generous gifts because they know that one Instagram post from an Oscar-winning celebrity enjoying the luxury trip is worth much more.

"When celebrities are photographed using a product a brand can easily recoup its investment and gain exposure which often translates to sales, an objective," Ms. Miller said.

"It then becomes well worth the price of admission for most brands," she said. "While magazines were the delivery vehicle for stars wearing brands earlier, the internet and social media has taken on that role and this exposure plays perfectly into this medium."

Many of the goods appeal to Hollywood's love of sustainability and CBD. There is even a bottle of CBD sample syrup.

"Both sustainability and CBD are substantial trends," Ms. Driscoll said.

"Luxury brands have embraced sustainable business practices for decades and can make a difference in consumer attitudes and behavior regarding green practices," she said.

### *92nd Oscar Nominees Luncheon: Class Photos*

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.