

FRAGRANCES AND PERSONAL CARE

Chlo sets fragrance campaign in a winter wonderland

October 7, 2020



Chlo features its fragrances in its first 2020 holiday campaign. Image credit: Chlo

By LUXURY DAILY NEWS SERVICE

French fashion label Chlo is kicking off the holiday season with a festive short touting its fragrance collection.

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

Chlo's "Winter Wonderland of Gifts" is a whimsical take on the upcoming season. Luxury brands and retailers are working to start the holiday season early in the hopes to make up for lost time during spring shutdowns resulting from the pandemic.

Winter wonderland

The short film is set in a snow-covered forest. The early morning sunshine has the scenery glowing in gold and pink light.

The camera zooms in on a bottle of Chlo perfume, hanging from a ribbon on a bare tree branch. A gust of wind blows through and the fragrance bottle gently lands in the snow powder.

An enchanted forest surprises with Chlo fragrances

As the shot widens, a bunny is seen in the background sniffing the crisp winter air.

The rabbit dashes through the snow, and comes across a bottle of Chlo Nomad. As the camera moves away from the snow, it reveals several fragrances surrounding a large outline of a bottle drawn in the snow.

With the wind howling, the rabbit continues to scamper through the forest.

The rabbit finds more perfume bottles hanging from branches as ornaments, and tugs a loose ribbon. This time, wrapped Chlo gift boxes tumble out from the tree.

In the final shots, more rabbits appear and next to oversized bottles of the Chlo fragrances. The camera zooms out to reveal the large bottles surrounded by perfume ornaments hanging from trees with twinkling lights.

Fragrances are a popular holiday gift, and are particularly important for luxury brands since they often serve as an "entry level" purchase.

Consumers primarily gift fragrances to their spouses or significant others. While holidays including Valentine's Day, Mother's Day and Father's Day are also key for the category, about one-third of all fragrance sales during the year take place in December ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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