

FRAGRANCE AND PERSONAL CARE

Guerlain showcases savoir-faire in artisan-led campaign

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Didy, a Dame de Table, is one of the passionate artisans in the Soul of Craft campaign. Image credit: Guerlain

By KATIE TAMOLA

French beauty label Guerlain is sharing the thought and care that goes into crafting its renowned products in a new behind-the-scenes series.

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"Soul of Craft" stars some of the employees who thoughtfully and passionately help construct Guerlain fragrances and cosmetics. The series showcases the team's skills and expertise, illustrating Guerlain's constant strive for excellence.

"This campaign embodies the heritage of French fragrance brand Guerlain, which is so compelling for consumers who are interested in learning more about origin stories and being part of the story, as opposed to just accepting it," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York.

The soul of the craft

In the three films, Guerlain introduces its head of fragrance operations, Patrick; mtorites maker, Roberto and Dame de Table, Didy. Each employee highlighted takes great care in their work, aiming to make each part of their creation processes meaningful.

In his vignette, Patrick embarks on a journey of senses, illuminating the thought behind the ingredients and crafting of Guerlain's signature scents. He discusses materials and ingredients he enjoys working with and the importance of helping foster the next generation of Guerlain professionals.

"I pass down my knowledge to people like Tony, or other coworkers," he says. "That is in fact, what heritage is, it's passing down what we know."

Patrick has been the label's head of fragrance operations for the past 27 years

Patrick goes on to speak about how certain scents can often be meaningful for people throughout their lives and how Guerlain hopes to help consumers use scents to stay connected to their experiences and memories.

Like Patrick, Roberto, mtorites maker at Guerlain, has worked with the maison for more than two decades.

"When people ask me what I do for a living, I answer, 'I make Guerlain beads,'" he explains, as footage of him wearing protective clothing while working with materials plays.

At Guerlain, Roberto has prioritized patience and rigor in his work. He proudly shares that there are only five people with his profession in the world.

As Dame de Table, Didy adds the finishing flourishes to the iconic Guerlain bee bottles.

She has worked thoughtfully in this role for more than four years, helping embellish and craft bottles, all of which are handmade. Didy discusses the meticulous nature of the work and feeling the joy that is inherent in successfully crafting bottles.

Didy mentions how her predecessors taught her how to do this meaningful work

"It takes dexterity, patience and above all a love for what we do to be a Dame de Table at Guerlain," she says.

Although highlighting three disparate occupations containing different responsibilities, each video illustrates the shared Guerlain value of creating thoughtful, careful and masterful work.

"This behind-the-scenes look lets consumers connect with the brand on a deeper level," said Sheri Koetting, founder and creative director of [MSLK](#), New York. "They can experience the passion that goes into the product which makes it stand out, while giving them a connection they to this brand by turning it into a subjective conversation about passion and love for the professions."

Taking viewers inside the brand

More brands are seizing the opportunity to connect with consumers by sharing more intimate glimpses into their practices.

In March, French luxury conglomerate LVMH Mot Hennessy Louis Vuitton launched a series highlighting the top employees behind many of its illustrious brands. In the series, employees talk about their passions for their professions and what inspires them day-to-day, especially amid such a challenging landscape ([see story](#)).

In April, French fashion house Dior spotlighted the meticulous work of crafting a couture collection in a short documentary film.

The vignette, "How A Dior Haute Couture Collection Comes To Life," addressed every aspect of thoughtful creation from the inspirations for the spring/summer 2021 haute couture collection from design drafting, fabric selection, final fittings, to photoshoots and more. The 11-minute film is a testament to how Dior inherently aims to be a beacon of expression through their products ([see story](#)).

The behind the scenes trend is fruitful and does not appear to be dissipating any time soon, as it continues to provide the opportunity for emotional connections and brand loyalty.

"We do see lots of brands using behind-the-scenes campaigns to support their brand values and ethos," said MSLK's Ms. Koetting. "This kind of storytelling can be extremely effective when it comes to connecting to consumers, and it empowers the brand in demonstrating how they care about making good products which directly connects to caring about their consumers."