

APPAREL AND ACCESSORIES

## Jean Paul Gaultier revisits punk aesthetic with quirky campaign

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*Thee Dian (background) and Issa Lish in "Les Punks." Image credit: Jean Paul Gaultier*

By SARAH RAMIREZ

French fashion label Jean Paul Gaultier is marking the debut of a new ready-to-wear capsule collection with an offbeat and surreal film.

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"Les Punks" features a group of models in unusual encounters, all while wearing Gaultier's newest unisex collection. With a pulsing soundtrack and scantily clad cast, the campaign follows in the label's tradition.

"Shock sells, and no one does it better than Gaultier," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach, FL.

"Gaultier attracts by repelling," he said. "It's always the unexpected."

Punk fashion

The new campaign was directed by Torso, with creative direction by Florence Ttier.

France's Nighshift was responsible for post-production, adding Gaultier to an extensive roster of luxury clients including Chanel, Dior, Guerlain and Saint Laurent. The film appears to use a low framerate technique that creates an effect similar to stop motion animation.

The campaign begins with model Issa Lish getting ready in an extravagant Parisian apartment. The scene rapidly cuts to several shots of the model wearing several different looks from the collection.

*The diverse cast wears Gaultier's punk fashions*

In an interlude between scenes, model Thee Dian poses in an elevator.

Next, a phone is heard ringing and Ms. Lish answers a payphone outside of a restaurant, asking "Gaultier?"

The label's name serves essentially serves as a universal language in the film, with yellow subtitles throughout the campaign using phrases such as "stares in Gaultier" or "swoons in Gaultier."

While Ms. Lish is on the payphone, she captures the attention of model Theo Senesane, who ends up walking into Steven Biafry riding a bicycle. This sets off a chain reaction, as Mr. Senesane's groceries go flying and a baguette

ends up hitting Ms. Lish in the head, knocking her out.

She falls onto the pavement, and a small crowd surrounds her. Ms. Lish slowly gets up, her eyes turned white, and the rest of the group strikes a pose as "Gaultier intensifies."

After another elevator interlude, model Idriss Bellouti arrives at Ms. Lish's apartment from the opening scene. He had been one of the witnesses to the baguette incident and brings her flowers when he checks in on her.



*In a melodramatic scene, one model is knocked out by a flying baguette. Image credit: Jean Paul Gaultier*

She swoons in response to this romantic gesture, turning back to the camera with the bouquet. The flowers suddenly burst into flames and her eyes go white again.

A final elevator scene shows that Ms. Lish has become a bride, as she wears a frothy white gown in lift.

The final act surreally shows Ms. Lish and Ms. Dian, who was walking her small dog during the baguette scene, drinking Champagne or "Gaultier" on the side of a building. Ms. Lish crawls up to the building's rooftop before she begins to glow and floats into the sky.

#### Gaultier aesthetic

Gaultier campaigns are known for a comedic and audacious attitude that complements its idiosyncratic collections.

In a campaign for the Scandal a Paris version of its fragrance for women, model Irina Shayk causes a stir as she enters a fine dining establishment in risqu attire. While speaking to the racier side of Gaultier's home city, the spot also manages to inject the label's signature sense of humor ([see story](#)).

The French fashion label also tackled typecasts about residents in its hometown in another string of playful shorts in 2018.

"Parisian Clichés" follows a protagonist as she navigates everything from interacting with tourists to getting into a club. By presenting a fashionable yet funny version of Paris, Jean Paul Gaultier is reinforcing its heritage as well as its sense of humor ([see story](#)).

"Fashion is a different business model from luxury," Mr. Ramey said. "The former is fleeting while the latter has a long lifecycle.

"The juxtaposition of the two is attractive to their affluent clients."