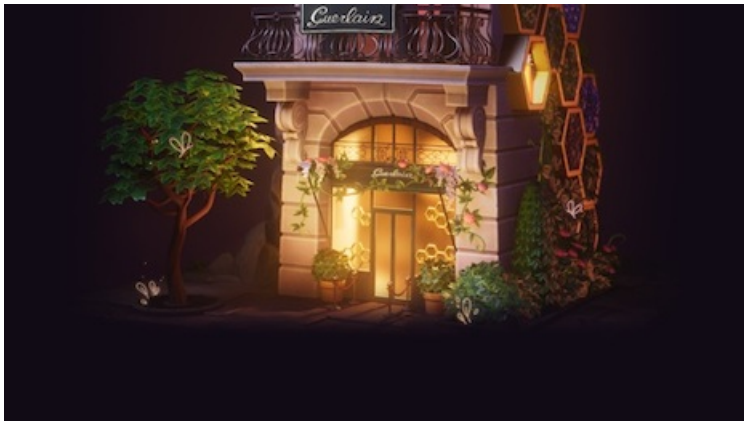


FRAGRANCE AND PERSONAL CARE

## Guerlain blends heritage, innovation in immersive mobile activation

February 23, 2022



*Guerlain has partnered with Lona for an immersive and relaxing mobile experience. Image credit: Lona*

By SARAH RAMIREZ

French beauty label Guerlain has partnered with mobile app Lona to create a soothing experience that highlights its Parisian heritage and ethos.

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Lona offers science-based relaxation techniques of guided imagery, art activities, calming sounds and breathing exercises, integrated into immersive experiences. Through Lona, Guerlain is encouraging wellness with an exclusive "sleepscape" that combines relaxing art activities with a brand narrative to help users unwind.

### Interactive escape

Sleepscapes are Lona's flagship offering, with innovative motion graphics that create a rotating scene for users to color while a calming narrator guides them. The activity is meant to limit anxious thoughts and prepare users for a night of restful sleep, in line with Guerlain's emphasis on elevated relaxation.

The "House of Beauty" sleepscape describes the world of Guerlain as "where nature and beauty go hand in hand." It is centered on a reimagined 68, Avenue des Champs-Élysées, Guerlain's flagship boutique and the site of its first beauty institute, opened in 1939.

Embark on a magical journey inside Guerlain. Discover the secrets of 68, Avenue des Champs-Élysées through an immersive relaxation and wellbeing experience. Begin your unique Sleepscape session exclusively on [@loona\\_app](https://t.co/pkXMwwtMaJ). <https://t.co/pkXMwwtMaJ> #Guerlain #Wellness [pic.twitter.com/hGreV7P653](https://pic.twitter.com/hGreV7P653)

Guerlain (@Guerlain) February 20, 2022

*The immersive experience allows users to fully focus on Guerlain*

In the sleepscape, the boutique is presented as a standalone building, covered in vines, honeycombs and topped off

with an iconic Bee Bottle a fairytale-inspired take on the actual Parisian store. Its initial, 360-degree appearance is devoid of color, offering a blank canvas for users to fill in during the experience.

A narrator welcomes users to a "luxurious sleepscape episode" before prompting audiences to learn more about "what makes these masters of scent, skincare and makeup so special." A relaxing, spring-like melody plays throughout the episode, enhancing the experience.

When the narrator pauses, users are told to color the boutique sign. A simple tap on the screen takes the sign from white to a rich brown with gold text, as if by magic.

Once the task is completed, the narrator explains the boutique was opened more than a century ago. Throughout the sleepscape, he offers more details about Guerlain in between artistic prompts.

For instance, after the pavements are colored in, the narrator describes how house founder Pierre-Francois Pascal Guerlain was awarded the title of His Majesty's Official Perfumer of France by Napoleon III. Once the rope barriers are colored, the narrator also touches on the founder's humble beginnings.

The narrator also encourages users to engage with their other senses. After the tree is colored, he guides users to take close their eyes and take a deep breath, imagining the scents of rose, iris, vanilla, tonka bean, bergamot and jasmine then reveals these are part of the Guerlinade, the house's enduring perfumery accord.

To boost engagement, a progress bar appears onscreen, and users can zoom in and out of the boutique to see the imaginative details. To avoid frustration, a magnifying glass offers clues if a user has trouble completing the coloring tasks.



*Users bring the Guerlain flagship to life while learning about the maison. Image credit: Loona*

"House of Beauty" also illuminates the architectural importance of the Belle Epoque townhouse, as the narrator shares its history and identifies details such as the balcony, lanterns, corbels and pediment.

Imaginative additions, including the Bee Bottle and honeycomb walls, allow the narrator to elaborate on other aspects of Guerlain, such as its savoir-fair and sustainability commitments. A fantastical rock and ocean landscape are an allusion to Ouessant, the French island home of the black honeybee.

The final steps reveal the honeybees buzzing around the boutique and Guerlain's Abeille Royale Oil.

#### Immersive history lessons

Like many luxury brands, Guerlain is no stranger to leveraging its decorated history for marketing efforts. These heritage-centered campaigns, however, have become more interactive as brands look to attract new consumers.

Fellow LVMH brand Louis Vuitton celebrated its founder's 200th birthday with an immersive, standalone mobile game.

Launched last fall, "Louis: The Game" allows users to play as Vivienne, an adventurous flower character who can wear several designs. As players collect birthday candles, they earn access to miniature postcards that share fun facts and information about the history of the brand, such as the origin of its monogram ([see story](#)).

Similarly, Rmy Martin's Louis XIII experimented with gamification via a new online game focusing on the Cognac house's history.

Now available for play through its U.S. site, Louis XIII Mysteries challenges players to find hidden codes that answer the game's 13 puzzles. The enigmas vary from trivia about Louis XIII's history, puzzles and more, with users needing

to rely on Cognac knowledge or context clues to solve ([see story](#)).

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