

FRAGRANCE AND PERSONAL CARE

Guerlain honors the natural world with latest collection campaign

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The natural world stars in Guerlain's newest campaign for the Aqua Allegoria collection. Image credit: Guerlain

By NORA HOWE

French beauty brand Guerlain is expressing its full commitment toward sustainability in an ode to nature with its new organic, eco-friendly fragrance and campaign an ode to nature.

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Inspired by the earth's natural gardens, the Aqua Allegoria collection intends to symbolize the brand's continued efforts in protecting the environment and preserving biodiversity through its products. Through a corresponding campaign, which includes a short film and behind-the-scenes interviews with the director and master perfumers, Guerlain prominently features its products among nature.

"The campaign underscores that you do not sell to the affluent, you match their values," said Christopher Ramey, CEO of [Affluent Insights](#), Palm Beach.

"Guerlain's inclusion of heritage, provenance, authenticity, scarcity, grace and highest standards of quality is intentional and powerful."

Wonders of nature

Shot by Yann Arthus-Bertrand, the film showcases the new Aqua Allegoria, which is made up of 95 percent natural ingredients such as beetroot alcohol and bottled in eco-friendly material, across a backdrop of bright, natural landscapes.

The bottles rest on colorful flowers in full bloom while the glass glistens in the bright sunlight. Shots of animals in their natural environments and the movement of water remind audiences of the wonders of the natural world.

Shots of different areas of nature come together in an inspiring campaign

Sia's "Courage to Change" from the film *Music* is used as the soundtrack to the advertising campaign, connecting dynamic shots with power and energy.

"Guerlain seems to have thoughts deeply about responsibility and the importance of biodiversity when it comes to making their products," Mr. Arthus-Bertrand says in a filmed interview.

The photographer and director had requested all the flowers in the film be from France, underscoring the importance of honoring Guerlain's origins.

Additionally, the brand filmed two interviews with its master perfumers, Thierry Wasser and Delphine Jelk, who discussed the inspiration behind the collection and how they are protecting biodiversity.

"Aqua Allegoria are radiant allegories of nature, inspired by the beauty of the world," Ms. Jelk says. "Creating them involves enhancing the natural raw materials offered to us by the Earth and human know-how."

In his interview, Mr. Wasser stresses the importance of protecting biodiversity, from bees and water to human beings, defining it as a commitment to the future.

As part of its #InTheNameOfBeauty commitment, Guerlain is committed to sustainable innovation in full transparency, and consumers may discover the life cycle of its products on the traceability platform "Bee Respect" on its website.

Spotlight on sustainability

Over the past few years, Guerlain has ramped up its sustainability efforts through various initiatives and partnerships, most notably its beekeeping project.

In early 2021, the brand partnered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) in launching a state-of-the-art female beekeeping entrepreneurship program called "Women for Bees."

The annual program began in June 2021 with 10 women from five biosphere reserves beginning a 30-day training course at the French training center, the Observatoire Franais d'Apidologie (OFA).

Over five years, 50 participants will learn the basic tenets of beekeeping, including how to run a professional apiary, and by the end of the training, participants will have acquired all protocols necessary to allow them to sustain bee colonies and become fully professional beekeeper-entrepreneurs and an international network of female beekeepers ([see story](#)).

Then, in September 2021, Guerlain continued its devotion to innovation and sustainability with the launch of the Bee Lab the first research consortium dedicated to bee products.

The beauty label revealed the Bee Lab in a film, coinciding with its Abeille Royale Advanced Youth Watery Oil which was positioned as the outcome of a decade of development at the lab ([see story](#)).

"Luxury brands plant seeds and sustainability is a given in European luxury," Mr. Ramey said. "Its reference reinforces Guerlain's DNA as a luxury brand."