

FRAGRANCE AND PERSONAL CARE

Lancme channels the grandeur of Paris for milestone fragrance campaign

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Julia Roberts gazing ahead in the City of Light. Image credit: Lancme

By AMIAH TAYLOR

L'Oreal-owned beauty brand **Lancme** has set the stage amidst the beautiful City of Lights for an exciting "La Vie Est Belle" campaign film.

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Aired on Sept. 9, the Eau de Parfum spot stars actress, brand ambassador and longtime muse Julia Roberts. Originally launched in 2012, the celebratory brand film marks the 10-year anniversary of one of Lancme's most popular scents.

Parisian party time

The campaign film begins with a trio of women, dressed to the nines in shimmering metallics.

The protagonist, Ms. Roberts, walks confidently down the city's cobblestone, proceeding across a bridge and peering over its edge. Below, a cruise bustles.

"Happiness is just one step away," a female narrator says in a voiceover.

"All you need to do is take it."

Passivity is clearly the enemy of the night, as Ms. Roberts and her friends move with happy magnetism in the direction of the floating vessel. Movement abound and limbs outstretched, the exultant celebration emits a warm comfortable cadence as live musicians play guitars and trumpets.

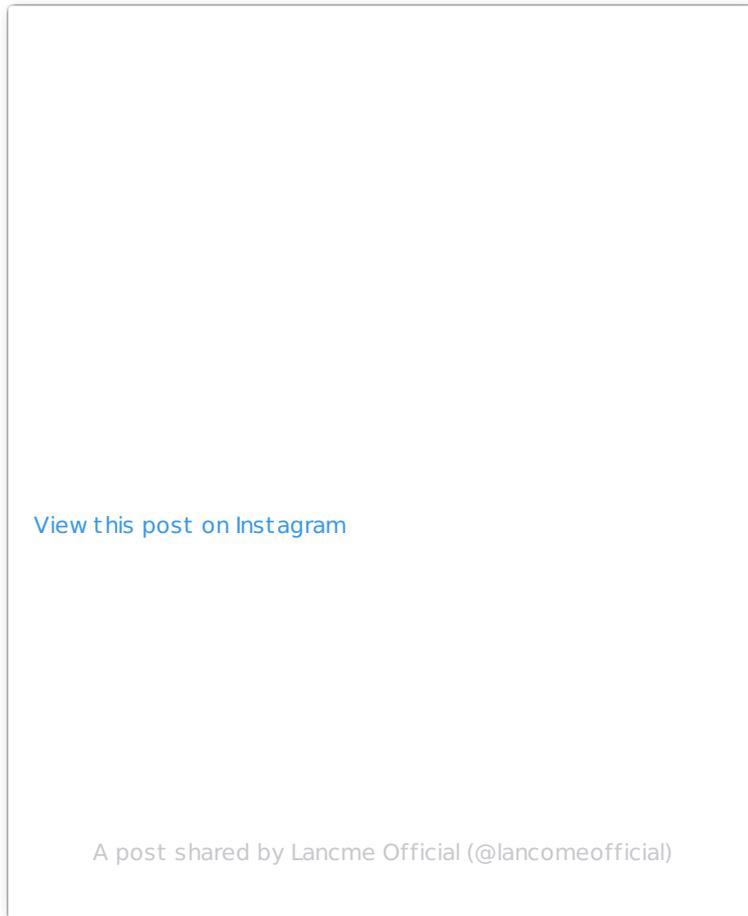
Julia Robert enjoying a lavish party in Lancme's latest campaign film

Ms. Roberts flashes a gorgeous grin and takes in the splendor and joyousness of her surroundings. The camera pans to Paris views, as the viewing audience is invited to look at lights from the Eiffel Tower reflected in a body of water.

With opulent diamonds hanging from her ears and a sweetly wistful look in her eyes, Ms. Roberts is suddenly aboard a boat. Sailing towards the Eiffel Tower, she appears breathtaking but is silent.

"Life is what you make of it," the video's narrator says.

Then, as Ms. Roberts turns to look over her shoulder with the twinkling Eiffel Tower as a backdrop, the narrator instructs the viewer, "Make it beautiful."



An image of Lancme's La vie est belle eau de parfum

The camera lingers on a bottle of La Vie Est Belle. The fragrance has an artfully tied ribbon around its neck, perhaps alluding to stylish French neckwear.

The bottle stands triumphantly with metallic ascot, its pink contents shimmering against the Parisian backdrop. Lancme flashes on the screen before the campaign film draws to a close.

The belle of the ball

Ms. Roberts is no stranger to heading up luxury campaigns, having previously served as the face of Chopard's Happy Diamonds campaign ([see story](#)). Lancme, however, has had a longtime fascination with the Academy Award winning actress and, because of this enthrallment, calls her its muse.

In the past, Lancme has collaborated with popular actresses like Lupita Nyong'o for its Write Her Future program, in honor of International Literacy Day ([see story](#)). The beauty brand also made musician and actress Zendaya the face of its Idle scent ([see story](#)).

Actress Amanda Seyfried, who recently became an ambassador for Swiss watchmaker Jaeger-LeCoultre ([see story](#)), served as a global ambassador for Lancme in 2019.

The celebrity factor is luxury marketing's most enduring strategy, as famous personalities endorsing a product still positively affect sales and store traffic.

Lancme is one of many companies tapping popular figures to endorse a new product, in a method supported by science. Star power leaves an impression on the consumer's minds that a product is authentic, useful and celebrity-approved, according to a Data Bridge Market Research [report](#).

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