

FRAGRANCE AND PERSONAL CARE

## Guerlain transports fans to Calabria as limited-edition fragrances front latest campaign

March 20, 2023



*Guerlain's platforming of harvest practices at the source provides a strong sense of place and environmental transparency. Image credit: Guerlain*

By EMILY IRIS DEGN

French beauty brand **Guerlain** is taking viewers on a journey to the Mediterranean mandarin groves of Calabria with the help of a fresh campaign.

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The immersive visuals explore the arid yet bountiful Calabrian region, showing the source of the label's limited-edition fragrance **Mandarine Basilic Harvest**. Guerlain details the tree-to-bottle lifespan of the mandarins, providing both an engaging sense of place and environmental transparency in the process.

Good picks

Adding a level of exclusivity, the specific mandarins showcased are Marzolo mandarin citrus fruits.

Unlike other mandarins and most other citrus in general, this mandarin ripens in March rather than November or December, making it a stand-out. Paired with notes of basil, the resulting fragrance is both warming and personal.

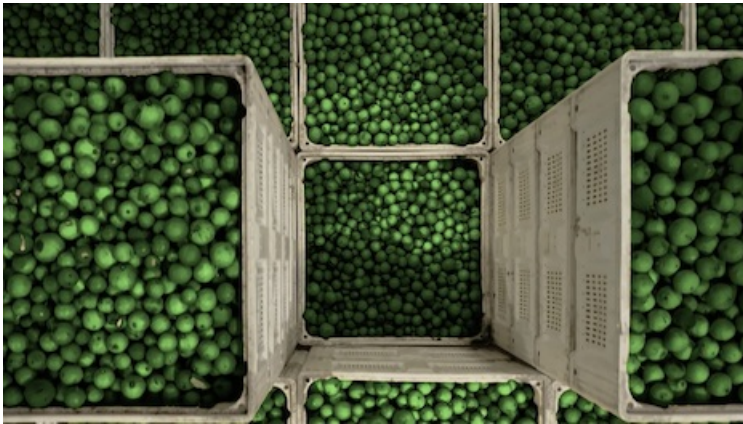


*The zesty and grounded perfume is deconstructed in the latest programming from Guerlain. Image credit: Guerlain*

"The Marzolo mandarin is a variety of mandarin that grows in Italy, particularly to the north of Reggio di Calabria," says master perfumer Thierry Wasser in the first episode.

"By the coast, there is something truly wild about Calabria," Mr. Wasser says. "We chose the Marzolo mandarin, which – as its name suggests – is a late variety of mandarin, from March

"But for us, we pick it as early as November because, before it ripens, it has this green, lively, tangy, almost bitter side that gives it a very distinctive charm."



*Guerlain is tapping into the power of a unique fragrance profile, specific to the Calabrian coast. Image credit: Guerlain*

The light yet earthy scent is truly unique to the region, offering an intimate link with faraway lands. The perfume captures the sun-baked earth, rocky mountains, twisted branches and herbaceous grasses growing in the Mediterranean orchards.

The campaign presents imagery of all of this, all the while farmers dot the lands as they seek out the perfect fruit for Guerlain, braving tree-leaning ladders and caked in light dust from the fertile ground below.

#### *Mandarine Basilic Harvest: Episode 1 - A Voyage to Calabria with Thierry Wasser*

The brand follows them through their process, from scouting for mandarins to picking them off the trees to gathering them in baskets, ready for distilling.

This bond between Guerlain and farmers at the source of the ingredients is on full display, infusing a sense of wholesomeness and ethical business attitudes into the brand's consumer-facing image.

Viewers get a behind-the-scenes look at exactly what goes into picking the fruit behind the perfume, taking away the sense of mystery that so often signals unethical and unsustainable practices.

It all begins with the harvest.

Follow Guerlain Master Perfumer Thierry Wasser to the Italian coast and discover the secrets of Aqua Allegoria: Mandarine Basilic Harvest, from the citrus groves of Calabria to the Guerlain Fragrance Ateliers: <https://t.co/nJEjkuTVsv#Guerlain> [pic.twitter.com/bGrYYC7Pyn](https://pic.twitter.com/bGrYYC7Pyn)

Guerlain (@Guerlain) [March 16, 2023](#)

The narratives of the farmers, producers and fragrance specialists are all included in the series, coming full circle by the fourth and final episode with an interview with Guerlain perfumer, Delphine Jelk. The slot brings in the perfumer's perspective on the use of the unique Marzolo mandarins as she gushes over the true value of the fruit's inclusion.

"It's a bitter, green mandarin, but in a good way," Ms. Jelk says.

"Because the greener the mandarin is, the more delightful it becomes," she says. "It's like a sorbet, fizzy and refreshing."



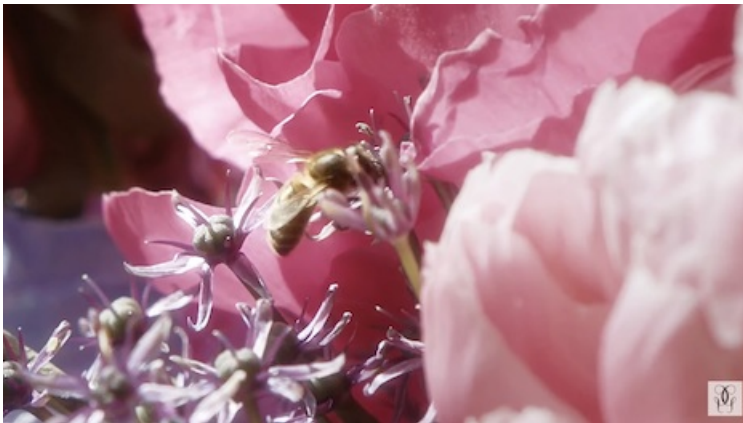
*The farm-to-bottle approach makes the series from Guerlain especially mindful of sourcing ethics. Image credit: Guerlain*

This is a truly collective effort, Guerlain platforming a sense of community alongside the stories of each phase of harvest. With the breadth of perspectives being so varied told within the campaign, the series gives an educational and substantive view of mandarin harvesting.

#### Season of the harvest

As consumers increasingly demand more transparency and more land-based sourcing over artificial ingredients, moves such as these perform leaps and bounds over simply celebrity-studded videos or campaigns solely centered around classic brand aesthetics from other names in luxury.

It has become well established that this is especially appealing to millennial and Gen Z consumers, as the younger generations tend to be more ethically focused when making luxury purchases ([see story](#)).



*Guerlain's work with pollinators speaks especially to its younger consumer base. Image credit: Guerlain*

As the demographic also happens to be driving the luxury perfume market, this is an especially important customer base to engage with ([see story](#)). Millennials specifically are showing preference towards natural scents, with 75 percent of millennial women preferring to buy natural products and 44 percent of them preferring natural ingredient perfumes, per a Business Research report from 2022.

With this information in mind, Guerlain is proving to be well-positioned with not only this current campaign but with its brand identity as a whole, as the company often participates in sustainability initiatives that are advertised in nature-inspired perfume programming – its latest push being for pollinators ([see story](#)).