

FRAGRANCE AND PERSONAL CARE

Guerlain marks World Environment Day with cinematic effort

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The maison offers a unique look at its home nation's biodiversity in "Vibrant," a full-length movie made with professionals and hobbyists alike. Image credit: Guerlain

By EMILY IRIS DEGN

French beauty brand Guerlain has fronted a new visual effort.

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With the help of 200 professional and amateur videographers, Guerlain affirms a standing commitment to the planet and to the biodiversity of the maison's home nation. The resulting film, *Vibrant*, features extensive imagery of France's various ecosystems, from lush forests to sparkling blue seas.

Lights, camera, climate action

Guerlain celebrated World Environment Day, observed on June 5, with the announcement of a film project.

Vibrant was broadcast across France television stations on May 23. At just over 100 minutes long, the full-length movie was directed by French environmentalist and photographer Yann Arthus-Bertrand, who helped Guerlain express its connection to its country of origin.

Guerlain reflects on the natural world alongside ecologists, environmental activists and filmmakers

"Nature is all around us," said Mr. Arthus-Bertrand, in a statement.

"We're all part of a huge structure in which all the components are interconnected," he said. "*Vibrant* is an invitation to rediscover our humility, as we rethink our place as humans within this big picture and become aware of the impact we have."

Guerlain has often highlighted a close relationship with the land, priding itself on its signature fragrances' nature-inspired ingredients.



A family of foxes is documented playing in French forests, a place Guerlain often finds fragrant inspiration. Image credit: Guerlain

In the past, Guerlain has done so through means more traditional to luxury advertising such as advertising campaigns and short films ranging between 90 seconds and five minutes. In many a spotlight, the maison's land-to-bottle ethos is centered, with harvest practices getting frequent slot-ins ([see story](#)).

The campaigns' often sensorial nature tends to let land-grown ingredients ([see story](#)) and those who grow them connect viewers to their products.

While immersive, the exercise largely remains commercial in nature due to the many visuals of Guerlain bottles, artisans, house codes and workshops.



France's native species are the stars of the film, letting the wild take centerstage rather than a specific product or brand asset on the part of Guerlain. Image credit: Guerlain

This time, the narrative is different.

Instead of an ode to Guerlain growing practices or products, Vibrant is a love letter to where they came from. Through the visuals, viewers are given more than an hour to attain what the maison has been heralding for years: a sense of place.

France's moss-hewn forests and sun-kissed coasts are on full display, while whales, foxes, elk and otters dance through the ecosystems that provide Guerlain fragrances with their scents.



The work of those who have spent decades photographing and filming wild species is woven with the work of those just discovering their craft, making for a truly diverse range of perspectives per Guerlain's production. Image credit: Guerlain

However, Guerlain's narrative is given a back seat, as it is not the house that captured the imagery, but rather those in the field.

Professional and amateur ecological videographers took to France's wild places to film their own point of view. With their keen eyes, the 200 documentarians brought their footage together in a presentation unique in scope.

Biodiversity is on full display, as apex predators, insects and blades of grass alike interact around the many corners of France.

With Guerlain's backing, viewers are essentially given an intimate tour of the nation, through the eyes of those who spend their lives looking at it the final piece can be streamed at

<https://www.france.tv/documentaires/voyages/4890409-vivant.html>



Guerlain paints a holistic picture of France, letting eco-storytellers lead the way. Image credit: Guerlain

While absent of typical marketing schemes on the part of the luxury house, the film does uplift Guerlain's assertion of being tied to its surrounding nature. Between the maison's well-documented reliance on bountiful harvests and Vibrant's delve into the deep level of interconnection that French ecosystems share, how could it not be?

Sensorial sustainability

Part of Guerlain's support for Vibrant was not only to get consumers more familiar with its home base or tie it more closely to nature but bolstered existing sustainability initiatives.

On Instagram announcements of the release, Guerlain stated that the imagery was meant to both inspire people to take action for the planet and nod to the reasons behind the brand's green undertakings.

[View this post on Instagram](#)

A post shared by Guerlain (@guerlain)

Perhaps its most famed effort, Guerlain often takes on pollinator conservation.

The maison has been known to host beekeeping schools, create bee-centered campaigns and front rewilding efforts that protect pollinator habitats ([see story](#)).

Attracting the attention of UNESCO, Guerlain has often teamed up with global nonprofits in large-scoped sustainability pushes such as its "Women for Bees" program, which recognizes the relation between environmental action and female empowerment ([see story](#)).

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