

FRAGRANCE AND PERSONAL CARE

Louis Vuitton embraces spirit of travel with aromatic marketing effort

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Headed by Paris-based film director Neels Castillon, the "World of Fragrances" was shot in southern Europe, along the Mediterranean, a popular summer vacation spot for locals and tourists alike. Image credit: Louis Vuitton

By EMILY IRIS DEGN

French fashion house Louis Vuitton is showing off the immersive quality of its perfumes.

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The brand's "World of Fragrances" campaign brings together the art of travel and scent making, both crafts rooted in its history. Positioning its spray-on products as the ultimate sensorial escape, Louis Vuitton is bringing to light a "journey that begins on the skin," just as Europe's vacation month hits its halfway mark.

Spritz and glamor

Headed by Paris-based film director Neels Castillon, the "World of Fragrances" was shot in southern Europe, along the Mediterranean, a popular summer vacation spot for locals and tourists alike.

While traveling costs are spiking in the midst of economic crises, many aspirational consumers are still aiming to participate in luxury getaways. With a notably more modest price tag than a five-star vacation, Louis Vuitton is seemingly positioning its perfumes as a trip in a bottle, suggestive of dreamy scenes across the ocean, as captured in detail via the new campaign.

Neels Castillon and Louis Vuitton present "World of Fragrances"

With the otherworldly "Falaise" by Floating Points playing in the background, the spot includes both aerial and intimate angles of figures exploring seaside enclaves, starting with a man standing on a rocky cliff at dusk. He holds an oversized bouquet of white flowers, his face unseen as he gazes off into the purple horizon.

Sweeping scenes take in the world from above, soaring down to the shore like an oceanic bird in flight, before views change to a stack of Louis Vuitton travel trunks perched atop a remote peak. A trail of white flowers leads from the bottom of the hills to the tower of cases a bottle of the brand's "Spell on You" perfume glows within a glass dome capping the product pile, bathed in solar light.

Spinning scenes and the sound of wind weave together for a wistful effect, evoking all things far away as the camera hones in on the gleaming fragrance bottle.

Crashing waves and the calls of winged creatures cut into the moment, and a couple on a sailboat appears, embracing each other during the golden hour. Lens flares create a halo around them before the woman is suddenly seen dressed in sparkling black on an evening cliff, clutching a Louis Vuitton mini suitcase.

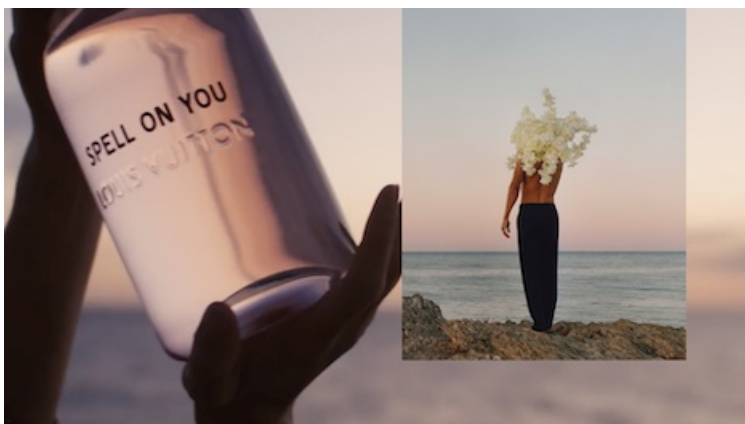


Trunks and perfume products are given an equal spotlight, the house tying the act of traveling to the act of using its fragrances. Image credit: Louis Vuitton

The wind blows and viewers are shown a travel trunk opened up, filled with the brand's beauty products. Evening light turns the sea behind it deep blue, illuminating the white quilting within the item's lid.

Shot on the Etna Volcano in Sicily and throughout Grasse in the South of France, other scenes ensue, just as immersive and reverent, creating a nature bath of sorts. As Louis Vuitton fragrances and travel cases are shown in the varied landscapes, these spaces seem intrinsically tied to the perfumes.

Close-ups of hands cupping sparkling bottles, mist wrapping around Italian hills, white flower trails, sunbeams on golden skin, a couple holding each other at sunset, violet skies, a bowed head over a Baccarat crystal container of Louis Vuitton's "L'immensité" cologne, glittering seafoam, sailboat scenes and smiling eyes peering out from huge armfuls of blooms all flash across the screen before the sound of an airplane taking off brings viewers to an angle of the dusk-blanketed heavens, painted with periwinkle and deep jewel tones.



Louis Vuitton items are interspersed throughout traveling figures' summer stories. Image credit: Louis Vuitton

Humans, nature and Louis Vuitton's creations all interact with each other in this mysterious yet gentle way, simply existing in the same space and telling each other's stories.

Visual narratives hint at tender love stories and paths to new overlooks, as perfume, luggage and Mediterranean ecology come together. Together, these creative choices make for a deep sense of place, both grounding consumers in these suggested stories and celebrating the wanderlust of summer travelers.

Full scent

On Louis Vuitton's new "World of Fragrances" landing page on its site, master perfumer Jacques Cavallier Belletrud is given his own section, the man behind the specific bottles included in the new film slot, such as the iris-scented "Spell on You" ([see story](#)).

The professional fragrance figure is shown testing scent samples from one of the open travel case stacks, situated on an overlook of the famous sea.

World of Fragrances. From the flower fields to creative composition, [#LouisVuitton](#)'s Master

Perfumer Jacques Cavallier Belletrud harnesses a visionary approach with heritage rooted in Grasse. Discover the #LVParfums via <https://t.co/YdpFndS1Je>. pic.twitter.com/rF9sLycyu7

Louis Vuitton (@LouisVuitton) August 11, 2023

In between smelling the blends, Mr. Belletrud picks wildflowers and takes in their aromas, the wind softly tussling his silver hair. The master appears at one with his environment, pausing to take in the vistas.

The exclusive creator of Louis Vuitton fragrances is said to watch over every step of the sourcing and crafting process, from field to bottle. Raw ingredients are a key part of this sensorial journey, as the descendent of two other generations of perfume makers marries modern innovations with a timeless appreciation for nature's bounty.

Mr. Belletrud turns to the Les Fontaines Parfumes atelier for inspiration as well, olfactory scent notes found around the Grasse estate into products in a heritage-infused move that allows him to communicate with consumers.



The perfume master's raw ingredients decorate the various scenes in the latest campaign slot. Image credit: Louis Vuitton

"I went looking for ingredients that could help me tell the stories I wanted to tell," said Mr. Belletrud, in a statement.

In the past, Louis Vuitton has used its perfume department to tell stories of sentimental voyages ([see story](#)), coming back to the category with its first release in 2016 after a 70-year drought ([see story](#)).

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