

FRAGRANCE AND PERSONAL CARE

Loewe ushers in new era of Botanical Rainbow collection

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A trio of actors helps illustrate the raw feeling found in earth, water, air and fire in a new campaign from the luxury label. Image credit: Loewe

By EMILY IRIS DEGN

Spanish fashion label Loewe is out with a colorful campaign that celebrates a new generation of scents.

Starring French-Congolese actor and brand ambassador Stéphane Bak, Spanish actor rsula Corber and American actor Greta Lee, new advertising for the brand's Botanical Rainbow perfume collection examines the emotionality of natural phenomena, all while revealing the Aire Anthesis unisex fragrance. Through heartfelt expressions and intimate footage of the talents interacting with plant life, water and other elements, the luxury brand is linking its scents to Earth in this rollout of a fresh era.

"The new Loewe campaign is anchored in nature," said Thoma Serdari, author of *Rethinking Luxury Fashion* and director of fashion and luxury MBA at [NYU Stern](#), New York.

"This is a close-up, detailed examination of how natural and biological events unravel," Ms. Serdari said. "The viewer can feel the warmth of a fire, the chill of a cold water splash as a physical escalation, the tactility of the blooming flower, the sensation of a caress, the wetness of the kiss as it is about to happen.

"It is a video that has succeeded in awakening all of the viewer's sensations even though the stimulation is exclusively visual."

Ms. Serdari is not affiliated with Loewe, but agreed to comment as an industry expert.

Raw feeling

In an exploration of Loewe's "symbiotic connection" to the natural world, the three stars reveal the deep relationships between humanity, earth, water, fire and air.



A new generation of Loewe fragrances are revealed. Image credit: Loewe

The campaign not only boosts the Botanical Rainbow collection but also displays the newly-released Aire Anthesis product. Fruity and watery all at once, the perfume has notes of pear, peony, sandalwood and rhubarb.

The unisex drop is part of what the brand calls a "new generation of scents," which all feature the Loewe Accord motif, inspired by the Spanish rockrose. The plant is known as a "fire-follower," meaning that its seeds can be dormant for years and are stimulated to sprout by wildfires.

The resilient flower also is found on the reimaged "Un Paseo por Madrid" bottle, which now comes in the Botanical Rainbow signature flask and a marble cap.

Loewe Perfumes presents the Botanical Rainbow 2023 campaign

In the film for the campaign, joy, exhilaration, surprise, tenderness, anger, sadness and more are all acted out as flowers open, rain pours and seeds sprout. Directed by Albert Moya with creative direction from Jonathan Anderson, the slot is highly sensorial the photography was done by Tyler Mitchell, a frequent tap on the part of luxury brands ([see story](#)).

The revelations and feelings of the talents align with the playing out of natural processes, suggesting that perhaps they are intertwined.

Meanwhile, strings play and woodwinds play high notes as the sounds of the events rush by leaves rustle, dirt collects and stems twist. Sensitivity is in high gear thanks to teary eyes and sensual imagery.



The new line and its campaign reflect values shown by young consumers such as inclusivity, playful colors and relationships. Image credit: Loewe

The Loewe Botanical Rainbow collection flashes onto the screen, the shuffling of the bottles that appear mimicking the earthen noises that were just heard. They gleam in colors found in gardens, seas, forests and other wild places.

This ties the perfumes to nature on a deeper level than purely in smell and hue.

The green grounding falls easily in line with common marketing practices employed by luxury fragrance houses. "Nature has always been connected to the art of perfume making," Ms. Serdari said.



Greenery is arranged on bright surfaces, and footage of the actors crying or expressing elation over the scenes follows. Image credit: Loewe

"However, the choice of characters makes this video very relevant today," she said. "It is inclusive, sensory it addresses all of our senses and hints at the stimulation one will experience when wearing the new perfumes and inconclusive in its narrative.

"It is all very fluid and, in that sense, very personal."

Intimate marketing

The story filmed for the campaign is abstract, however, there is clearly a theme of attraction, love and pleasure.

By using symbolism such as opening fruit, the ideas are not explicitly spelled out but do set the tone for the emotional film. The blacked-out silhouettes of two people posing forehead-to-forehead and Ms. Corber reclining in circles of glowing candles are just a few scenes that stage scenes of human intimacy.

"It all happens in a dissected slow motion that has been accelerated for the purposes of the video," Ms. Serdari said.



Loewe apparel is found in scenes of intimacy, as actors surround themselves with fire or splash water on their bodies. Image credit: Loewe

"For example, the evolution of slug, the growth of a green shoot, the opening of a flower and so on," she said. "As these images are introduced in a series of portrait photography of Ms. Lee, Ms. Corber and Mr. Bak, the final edit hints at desire and sexual pleasure."

Though delicate, this subject is no stranger to the world of luxury perfume ads.

From LVMH-owned Kenzo Parfums ([see story](#)) to German fashion label Boss ([see story](#)) to Italian fashion house Gucci Beauty ([see story](#)), prestige labels often pair their products with issues of love and physical relationships in marketing, leaving Loewe in good company.



Tender close-ups appear throughout the film's scenes, showing the actors interacting with nature through eating it or reacting to it. Image credit: Loewe

"The challenge of communicating perfume through visual means is an old one," Ms. Serdari said.

"Here, Loewe is emphasizing the textural, the physical and the sensorial by creating lots of open-ended crescendos that trigger the viewer's imagination along with her desire."

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