

FRAGRANCE AND PERSONAL CARE

Centering interactive elements, Acqua Di Parma goes all-in for holidays

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With “Crafting Wonders,” the LVMH-owned perfumer is spreading festive cheer across its owned digital channels. Image credit: Acqua di Parma

By ZACH JAMES

LVMH-owned perfumer Acqua di Parma is taking a unique approach to its year-end activations.

Consisting of a short film and an interactive website that walks consumers through different facets of creation for new collections available for the season, the fragrance brand has unveiled a campaign for the holidays. The “Crafting Wonders” marketing push sees the luxury label make use of owned digital channels to spread artisanry and festive cheer.

Gift gallery

“Crafting Wonder” takes viewers through the creation processes behind Acqua Di Parma’s latest assortments.

An interactive [homepage](#) brings audiences in through the four “acts,” beginning with an advent calendar with 25 windows, each featuring a different high-end gift.



The handmade advent calendar is said to be filled with “scented surprises.” Image credit: Acqua di Parma

From there, viewers are taken to the second portion of the Acqua Di Parma site.

Called “Personal Touch,” the digital landing page showcases the unique imprint artisans have on each respective item included in the holiday collection. This section focuses on turning “something beautiful into something unique.”

The third act, "Gilded in Gold," is centered on the brand's meticulous attention to detail. The delivery uplifts unique elements such as handwritten notes or, for instance, hand-painted brush strokes, as an artist uses paint to apply the finishing touches to themed Acqua Di Parma perfume bottles.

Closing out the interactive digital showcase is "The Art of Gifting," featuring collection packaging. The section is focused on the importance of how an item feels when it lands in a customer's hands.



Attention to detail is at the core of the marketing push. Image credit: Acqua di Parma

Scents are diffused on gift bags, ribbons are hand-cut and hand-tied and presentation is handled by the maison's masters of the craft.

Once through the interactive programming, a series of gift sets, diffusers, candles and the advent calendar are made available for purchase, all of which are new and specific to this holiday season.

Melding moments

Alongside the interactive site, Acqua di Parma is out with a short film, pairing the words of the campaign's four acts with imagery.

Set at the Teatro di Villa Aldrovandi Mazzacorati in Bologna, Italy, the asset "celebrates the art of making masterpieces with handcrafted excellence."

In doing so, the advertisement melds two separate marketing moves, both prevalent in the luxury landscape: the annual holiday push and a showing of the brand's craftsmanship.

Acqua di Parma presents "Crafting Wonders"

Luxury watch brands such as Swiss watchmaker Tag Heuer ([see story](#)) and French fashion house Chanel's timepiece creation arm ([see story](#)) have delivered other bespoke narratives over the past few months.

During gift-giving season, however, Acqua di Parma flips the script, drawing upon the storytelling tactic and placing fragrance-making on a similar pedestal.

The perfumer joins retailers including U.S. retailers Saks ([see story](#)) and Neiman Marcus ([see story](#)). Even luxury peers in spaces such as travel, LVMH-owned German luggage brand Rimowa ([see story](#)) included, are following suit in announcing their seasonal activities.

As the holidays draw closer, more and more will join these labels, adding to the festive cheer with distinct spins.