

FRAGRANCE AND PERSONAL CARE

Givenchy fragrance campaign positions products as ‘state of mind’

March 19, 2024



Notes of coffee, sage, peppermint and nutmeg center the new fragrance. Image credit: Givenchy

By ZACH JAMES

French fashion label Givenchy is welcoming a new product to its portfolio.

The brand's beauty arm has launched Gentleman Society Extrme, a new intense scent for men. Targeting multifaceted and sophisticated consumers, the fragrance is accompanied by a campaign placing an emphasis on the aroma's notes as well as a celebrity face.

Lasting impression

An aromatic duality is at the core of the masculine release.

Sporting strong notes of coffee extract, sage, peppermint and nutmeg, the fragrance is an ode to the upscale man. Juxtaposing these features, the scent also includes vanilla and floral nods, including a blend of daffodil, iris, vetiver and Indonesian patchouli, creating a complex body for the intense perfume.

Natural notes center the advertising

As the latest addition to Givenchy Beauty's Society line of men's products, currently spanning deodorants and fragrance, it is described as being spicy and woody. Himalayan cedar and Australian sandalwood are prevalent, with coffee as the main driver.

All of the notes, aside from the caffeinated beans, are present in the original Gentleman Society eau de parfum. The natural, pleasant and earthy aromas from the hot beverage intensify the scent, making it one of the most extreme in the brand's portfolio hence its aggressive name.

To coincide with the augmented fragrance, the packaging has been similarly updated.

Coming in a glass bottle, forged from 15 percent recycled glass, it is covered in a bold, black lacquer inspired in style by the brand's couture roots.

Imagery melds wood, flowers, chains and coffee beans into motion

The new "high-impact look" bathes the container in the shiny black substance, with the Givenchy signature 4G logo emblazoned on the front in a silver hue. Serving as a crest with a gunmetal finish, it furthers the masculine edge.

Gentleman Society Extrme comes in two sizes, 60ml and 100ml, [retailing](#) for \$116 and \$139, respectively.

Fresh face

The accompanying campaign for the scent platforms the new product as a “state of mind.”

Each of the four short films showcases the interplay between the different aromas, with chains locking down the bottle as white flowers, coffee beans and wooden logs fill the frame. On top of the visuals, a new [podcast](#) has also been rolled out for the occasion, streaming on Spotify, Apple Podcasts, Deezer and others.

Mr. Clementine appears prominently in the marketing push

British musician and composer Benjamin Clementine serves as the new face of the overarching Society line, appearing in multiple advertisements, as well as imagery promoting the fragrance.

While not a mainstream name, the artist has 100,000 followers on Instagram and garners a monthly listenership of more than 300,000 users on Spotify, perhaps granting his involvement a bit more authenticity than an A-list appointee.

Other prestige brands, such as France’s YSL Beauty ([see story](#)), French fashion house Dior ([see story](#)) and Italy’s Armani Beauty ([see story](#)) have all gone the star-name route to market their fragrances and cosmetics in recent months, tapping British-Albanian singer Dua Lipa, American actress Natalie Portman and British actor Aaron Taylor-Johnson, respectively.

However, with Givenchy putting the focus on the state of mind the fragrance offers, rather than an ultra-famous face, Mr. Clementine’s presence keeps the audience’s eyes on the product rather than the person appointed to sell it.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.