

INTERNET

## Gucci emphasizes brand allure in fragrance video

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By TRICIA CARR

Italian label Gucci is capturing the appeal of life in Hollywood from a celebrity's point of view in a short film featuring Premiere fragrance ambassador and actress Blake Lively.

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The latest brand story shows the life of a character played by Ms. Lively who by day is a working actress, but by night is a glamorous socialite. Gucci, similar to its fellow fashion houses, is likely using a fragrance video to act as an entry point for affluent consumers as well as a lifestyle piece for its consumer list.

"This video is aimed at a younger demographic that aspires to the television, film and fashion world that Ms. Lively inhabits," said John Casey, founder of **Freshfluff**, New York. "The celebrity fragrance market has exploded in recent years to everyone from Justin Bieber, 50 Cent, Lady Gaga, Jennifer Lopez, Taylor Swift – the list is endless.

"Blake Lively is the new 'it' girl in the fashion industry," he said. "She has tremendous cross-over appeal, not just with 20-somethings who grew up watching 'Gossip Girl,' but with her more recent film roles where she has received some favorable reviews.

"In my humble opinion, her choice as the new face for Gucci is a smart bet because, unlike some other female stars of her generation, Ms. Lively has been adept at generating

positive press, making smart career choices and moving beyond her Gossip Girl teen persona.”

Mr. Casey is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci could not comment before press deadline.

### Gossip Girl

The Gucci Premiere Director's Cut film begins with a panoramic view of the Beverly Hills skyline.

Soon, viewers see Ms. Lively standing in an all-glass room looking out onto the city at night. She is wearing a floor-length gold gown.



### *Film still*

The film was shot at the Sheats Goldstein Residence in Beverly Hills, CA, by director Nicolas Winding Refn. It is set to the Eric Prydz Private Remix of Midnight City by M83.

The next scene in the video shows Ms. Lively opening a bottle of the Premiere fragrance. This part of the film is shown with a multiple split-screen so that the actress is seen from a few different angles.

Next, a shot of Ms. Lively walking to a gold elevator is intertwined with a shot of the actress spraying the perfume.

Approximately half way through the film, the nighttime scene blurs and transitions to daylight where Ms. Lively is on-set at a desert photo shoot.

The video continues to flash between the actress walking on-set, putting on the fragrance and walking into the apartment elevator, assumedly on her way out for the night.

Embedded Video: [http://www.youtube.com/embed/kdRTdHYx\\_2o](http://www.youtube.com/embed/kdRTdHYx_2o)

### *Gucci Premiere - The Director's Cut*

Gucci pushed the Premiere fragrance video during the five days prior to its worldwide release Sept. 1. Promotions included a short video clip and stills from the video.

In addition, the label held a launch party for the video Sept. 1 in Venice. Ms. Lively was in attendance as well as Gucci creative director Frida Giannini.

### Fragrance fans

Gucci's fragrance video seems to follow a similar formula as those by other luxury fashion houses in the way that it presents the lifestyle behind the brand with a bit of mystery.

For instance, Italian label Dolce & Gabbana released a social video dedicated to its women's and men's fragrances that is likely to add an element of lust to the brand.

The black-and-white video stars French model, actress and the Pour Femme ambassador Laetitia Casta as she recalls time spent with a lover and debates whether or not to leave everything behind for him ([see story](#)).

In addition, Italian fashion house Giorgio Armani marketed a new twist on its Acqua di Giò fragrance in a black-and-white brand film inspired by summer's heat.

The four-minute film was directed by United States-based photographer and filmmaker Bruce Weber will likely reach women who are interested in brand model Simon Nessman ([see story](#)).

Also, Christian Dior introduced its Dior Addict fragrance line through a comprehensive social media push for its "Addict to Love" film ([see story](#)).

Fragrance campaigns allow luxury marketers to enter into the lives of young consumers who may not be able to purchase apparel and accessories, but can purchase a scent.

Gucci's fragrance campaign, like others from luxury marketers, will likely be spread via print. But, the video is a moving counterpart that ties together the campaign.

In addition, fragrance videos let brands flex their creative muscle in that a fragrance video can be a more fun or sexy entry point into a brand versus an apparel and accessories campaign that might stick to the distinguishing design and craftsmanship behind a collection.

"Gucci's video is short, clean, sexy, sparkling and glamorous with an element of exotic in the desert fashion shoot shots," Mr. Casey said.

"What sets this apart is that it is branded by the esteemed Gucci house, and has as its face a very glamorous and rising star not only in the TV and film industries, but in the fashion world," he said. "My guess is that the video will appeal to the younger demographic Gucci is trying to reach."

"Ms. Lively brings an element of chic and coolness to the fragrance, and allows viewers to aspire to be on top and glamorous in Hollywood, like she is, literally and figuratively."

### Final Take

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