

INTERNET

Guerlain fuses heritage with current campaigns on new Tumblr

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By JEN KING

France's Guerlain is aiming to increase its exposure among young consumers who may be unfamiliar with the LVMH-owned beauty brand's heritage and products by creating a Tumblr account.

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Guerlain's newly minted Tumblr explores the brand's fragrance and beauty products while interweaving facets of history and craftsmanship to introduce the beauty maker's full identity. Tumblr's community-based format helps brands connect consumers who have similar likes and interests in parallel channels.

"Heritage brands encompass a lot of archival panache and an appreciation for incredible taste and aesthetics," said Valentine Uhovski, Fashion Evangelist at [Tumblr](#), New York. "Tumblr lets them express that visually."

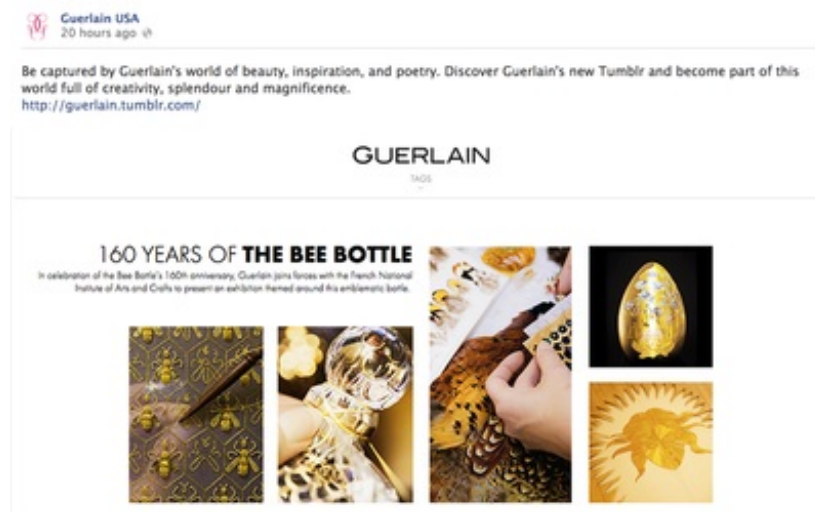
"When luxury brands like Dior or Hermès create Tumblr content, they have an opportunity to realize unique pages without compromising their high standards," he said. "The team at Guerlain has done a fantastic job in terms of telling that visual story with amazing photos and GIFs, and I can't wait to see how it evolves."

Mr. Uhovski is not affiliated with Guerlain, but agreed to comment as an industry expert.

Guerlain did not respond by press deadline.

Inside access

Guerlain looked to its established Facebook audience to generate awareness for its new Tumblr account by inviting them to “become part of this world of creativity, splendour and magnificence.” The brand posted images used on the Tumblr’s landing page that show Guerlain’s iconic Bee bottle.



Guerlain's Facebook post

Recently, Guerlain has touted its heritage of fine fragrances with the anniversary celebration of the Bee bottle. The beauty maker celebrated the bottle’s 160th anniversary with an artist exhibit showcasing the reinterpretation of the Bee decanter by nine different artists ([see story](#)).

Guerlain will likely benefit from introducing its newest digital venture by using a well-known aspect of brand history that enthusiasts will recognize.

When consumers land on Guerlain’s Tumblr they are greeted with the same imagery found on its Facebook post. Guerlain opens its Tumblr with a section dedicated to its Bee bottle where the consumer can view works of art featured in the “Nect’Art” exhibit, learn more about the 69 bee motif used on the Bee bottle and discover the notes of the brand’s Eau de Cologne Impériale.

Various topics appear as the consumer scrolls through the Tumblr. Each topic has a mosaic of similar tiles to show a coherent theme without overwhelming the consumer with information.

Directly following the Bee bottle section, the Tumblr includes a section on Guerlain’s Voilette de Madame cosmetic collection for fall/winter 2014. The images show campaign photographs and beauty products in the collection, many of which have a description of how the product can be used in the context of the overall collection.



Guerlain's Voilette de Madame collection on Tumblr

A larger section follows that is dedicated to Guerlain's Shalimar fragrance. The section includes a five-minute campaign film that draws inspiration from India and the love story surrounding the construction of the Taj Mahal alongside campaign and behind-the-scenes images.

Embedded Video: [//www.youtube.com/embed/vL6XJw8Oe5M](http://www.youtube.com/embed/vL6XJw8Oe5M)

The Legend of Shalimar film - Guerlain

In the "A Scent of Desire" section, the coverage of the Shalimar fragrance continues with images of perfumer Thierry Wasser at work and additional photos from the campaign. In this section, Guerlain maintains its air of heritage by including a quote from brand founder Jacques Guerlain and a vintage Shalimar bottle label.



Guerlain perfumer on Tumblr

This mixture of current and vintage campaigns continues in the following section dedicated to Guerlain's red lipsticks, as well as its heart-shaped perfume bottle and newly renovated Paris flagship.

All images and video found on Guerlain's Tumblr can be reblogged, favorited or shared via Facebook, Twitter and Pinterest. Guerlain's Tumblr can be found [here](#).

Building community

Tumblr has the capacity to build communities among consumers with similar interests. Brands can benefit by using Tumblr to promote an unfamiliar event.

For example, precision cut-crystal maker Swarovski used Tumblr to generate awareness for its eleventh annual Crystal Palace think tank where a chosen creative visionary worked to reevaluate the use of crystal.

Swarovski's Tumblr built anticipation among design and brand enthusiasts through sneak peeks and teaser materials of this year's participating architect and designer Guilherme Torres. Mr. Torres' architectural installation, "Mangue Groove," housed at Design Miami in Miami Beach, Florida, Dec. 4-8, where Swarovski has been a main sponsor since 2008 ([see story](#)).

A product-based Tumblr can become a meeting place for brand enthusiasts to share with others.

For instance, U.S. label Michael Kors expanded its social media footprint with its #MKTimeless Tumblr channel that connects enthusiasts who have affinity for the brand's watch collection.

The branded hashtag was inspired by a 2010 Twitter trend where enthusiasts used #MKTimeless to discuss their Michael Kors watches. The newly launched Tumblr joins

Michael Kors' Twitter, Facebook and Instagram accounts that also use the hashtag to connect with enthusiasts ([see story](#)).

With many options for digital outreach, luxury beauty brands with a smaller following may benefit from Tumblr's community format if well-curated.

"Because Tumblr is highly visual and easy to use, it seems to appeal to a younger audience," said Leane Brenes, creative director of [Brenes Co.](#), New York. "Making it a great choice for brands that are visual or design driven looking to connect with the millennials.

"For Guerlain, the visual impact of the Tumblr platform seems to be a natural fit," she said. "Targeting the younger audience that is active on Tumblr is clearly in the plan, that is a user looking for creative, visual impactful content.

"Brands that have a visual story to tell are best in such a platform where they can really increase engagement through visual stimulating photography and videos. Tumblr is a great way to connect with the socially active, and drive traffic organically.

"It feels more sophisticated than a straight up blog, I think that's some of the appeal as well."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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