

INTERNET

Ralph Lauren builds cohesion between runway and fragrance via film

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Ralph Lauren's Midnight Romance fragrance

By JEN KING

U.S. apparel and accessories brand Ralph Lauren is expanding its fragrance collection with addition of Midnight Romance that embodies feminine mystery.

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Ralph Lauren introduced its fragrance with a narrative social video starring model Anna Selezneva who is touted as a star on the brand's runway in the campaign's description. By including a model who has showed Ralph Lauren's clothing, the fragrance campaign comes full circle to show cohesion.

"Every Ralph Lauren fragrance starts with a story and this is another chapter in the cinematic way we bring our products to market," said Guillaume de Lesquen, president of [Ralph Lauren Fragrances Worldwide](#), New York. "We are thrilled to have worked once again with film genius Bruce Weber to bring the Midnight Romance fragrance story to life, capturing the intensity and intrigue of a new, young love.

"Each fragrance we launch works to enhance our equity in the luxury fragrance market – adding to the Ralph Lauren luxury lifestyle," he said.

"We anticipate Midnight Romance will be a long-lasting addition to our women's

fragrance portfolio."

A fragrance of desire

Midnight Romance's campaign video was directed by Bruce Weber who wanted to capture the "essence of midnight passion" by telling a love story with a cinematic start. The video stars Ms. Selezneva in her first Ralph Lauren fragrance campaign.

The minute-long video, shared on Ralph Lauren's dedicated fragrance Facebook account, begins with a sunny beach scene shot in black-and-white. The sun reflects off the waves as the tide crashes against the shoreline.

As the video progresses, the sun sets and the next scene, also in black-and-white, is a darker hue. This scene also features the coastline but from farther away to show the bluffs that meet the sea.

The following scene shows Ms. Selezneva wrapped in a feathered boa before the camera pans out to show her and a man driving down a coastal highway in a vintage convertible. Next, Ms. Selezneva is shown standing in a white gown against a jet black sky with only a full moon to illuminate her as she moves.



Anna Selezneva for Ralph Lauren's Midnight Romance, video still

As the video continues the scenes switch from Ms. Selezneva with the man driving in the car to landscapes of the beach at night and Ms. Selezneva slowly dancing in the moonlight. Near the halfway mark, the couple run onto the sand toward the water's edge.

Ms. Selezneva is seen removing a leather coat and emerging from beneath the water still wearing her white gown. After exiting the water, the couple sits on the rocks and embrace.



Anna Selezneva stars in Midnight Romance camping video

To conclude, the video once again shows the couple embracing before a bottle of Midnight Romance appears on the viewer's screen.

Embedded Video: [//www.youtube.com/embed/Yv3yHUYIjAQ](https://www.youtube.com/embed/Yv3yHUYIjAQ)

Midnight Romance: The fragrance of passionate desires

Midnight Romance was developed by both a male and female master perfumer to symbolize the “facet[s] of femininity and mystery [that] create chemistry and the exciting anticipation of young passion,” the fashion house said in a statement. The idea of passion and romance is evident in the campaign video.

"What you need to realize is that this is a play on “From Here to Eternity” and it's part of whole retro trend that brands are going back to,” said Rob Frankel, branding expert at marketing consultancy firm [Frankel & Anderson](#), Los Angeles.

"Brands keep returning to these retro romances because it's a different type of romance than what is seen today,” he said. “Since digital and social media emerged, the course of romance has changed.

“The hook-up has made the distance between two points a straight line from meeting to the hook-up and we're starting to see that [consumers] want the romance back. “I think that Ralph Lauren has never been an edgy brand but they're happy to go old school because that's where they're comfortable. Romance is classic.”

According to the brand, the seemingly opposite notes in the fragrance's juice also works to create a modern contradiction similar to today's women. Midnight Romance's contradictory notes include pink peony and black vanilla meant to captivate attention.

Other notes include raspberry, Italian bergamot, lychee, jasmine sambac, freesia, iris absolute and ambrox. The pink juice is housed in a transparent glass flacon with a metallic black cap and silver outline reminiscent of the moonlight beach in the campaign video.

Available in an Eau de Parfum, rollerball applicator, body lotion and shower gel, Midnight Romance joins the original Ralph Lauren romance fragrance.

Keep on, keepin' on

Numerous brands have debuted fragrances in recent months to rejuvenate interest in collections.

For instance, French label Christian Dior expanded upon its iconic Miss Dior fragrance by adding Blooming Bouquet to the scent's lineage to welcome spring and jolt interest in the range.

To fete Blooming Bouquet, Dior welcomed back its Miss Dior ambassador, actress Natalie Portman. Due to the popularity of Miss Dior, introducing Blooming Bouquet with a campaign featuring longtime ambassador Ms. Portman will help maintain interest in the

new fragrance ([see story](#)).

Also, Spanish leather goods maker Loewe strengthened its men's fragrance collection with the addition of four sport scents that targeted 21st century sporting men.

Loewe's new sport fragrances joined existing scents with launch dates between 1972 and 2010. When a brand unveils a diffusion fragrance collection that is based off an original scent, enthusiasts are more likely to investigate because of familiarity with the initial scent profile ([see story](#)).

Ralph Lauren's selection of a model such as Ms. Selezneva that frequents its runway shows builds a degree symmetry between its apparel and fragrances.

"Creating consistency by using a runway model like Anna Selezneva across brand campaigns is good for consistency – especially when targeting aspirational buyers who benefit from 'bridges' across campaigns," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR. "Having said that, while Anna Selezneva has modeled for many past campaigns for Ralph Lauren, someone new to the brand wouldn't necessarily know that and might be surprised to not find her or this video on Ralph Lauren's social properties outside of YouTube, or in a primary way on its Web site.

"I would have liked to have seen this video published, then promoted on its social media properties where Ralph Lauren would benefit from advanced targeting opportunities, further extending the aspirational audience exposed to the video and brand," she said.

Final Take

Jen King, editorial assistant on [Luxury Daily](#), New York

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