

LXMT 740: Visual Narrative for Consumer Engagement

# LE LABO

Luxury Brand Film

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# Meet the Team



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# About the Brand

Le Labo is a niche fragrance brand centered on fine fragrances, discovery sets, and body and home creations. Its official website consistently frames the brand through the language of the laboratory, craftsmanship, and ingredients, suggesting that Le Labo sells not only perfume but also a process-based sensory experience (“About Us”; “Discovery Sets”; “Films”). Its product ecosystem also extends across fragrance, body, home, and city-exclusive collections, which supports the idea that the brand operates as a broader lifestyle universe rather than a single-product perfume label (“Le Labo Fragrances”; “The City Exclusive Event”).



# Brand Positioning

Le Labo can be positioned as a high-end niche fragrance brand that sits between luxury perfume and lifestyle branding. Its version of luxury is not loud or overtly ornamental, but restrained, intimate, and taste-driven (“About Us”; “Le Labo Fragrances”). Through categories such as discovery, body, home, and city exclusives, the brand presents scent as part of a wider ritual of living, which makes its luxury identity feel quieter and more personal than traditional prestige perfume marketing (“Discovery Sets”; “The City Exclusive Event”).



# Brand Aesthetic and Visual Identity

Le Labo’s visual identity is built around minimalism, laboratory references, material awareness, and ingredient visualization. The brand’s official films emphasize “the hands that blend,” “the ingredients we source,” and the artisanship behind the final product, which makes fragrance appear less like fantasy and more like a carefully composed sensory object (“Films”). This official language also supports a visual system grounded in process, texture, and material authenticity rather than in decorative glamour alone (“About Us”; “Films”).

# Brand World-Building

Le Labo builds its brand world through slowness, craftsmanship, sourcing, and sensory perception rather than dramatic luxury spectacle. Its focus on craftspeople, harvests, and the making process creates a quieter and more intimate environment that feels close to the material origin of scent itself (“Films”; “About Us”). In this sense, Le Labo’s world is less about fantasy storytelling and more about creating an atmosphere of careful composition, ritual, and sensory attention (“Le Labo Fragrances”; “Films”).



# Target Customer

## Core Customer Profile

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## Psychographic Characteristics

This customer is likely understated, independent, and detail-oriented in their aesthetic preferences. They may be drawn to minimalist spaces, artisanal brands, and objects that feel both functional and emotional (“About Us”; “Films”). Le Labo’s emphasis on ingredients, craftsmanship, and sensory journey strongly suggests an audience that sees fragrance as a personal ritual rather than a simple beauty purchase (“Films”; “Discovery Sets”).



## Why the Brand Appeals to This Customer

Le Labo appeals to this customer because it turns perfume into a more intimate and carefully composed sensory experience. Its handcrafted narrative, restrained packaging, and ingredient-driven presentation make the product feel like an expression of taste and identity rather than just another luxury item (“About Us”; “Films”). The availability of discovery sets also supports this appeal, since the brand encourages customers to explore scent slowly and intentionally rather than consume it as a quick trend object (“Discovery Sets”; “Le Labo Fragrances”).

## Customer Motivation

The Le Labo customer is likely motivated by personal identity, atmosphere, and lifestyle alignment more than overt status display. For this consumer, fragrance matters because of how it connects ingredients, body, memory, and space (“Films”; “Le Labo Fragrances”). This makes Le Labo especially attractive to consumers who prefer quiet luxury and sensory depth over louder and more conventional forms of prestige branding (“About Us”; “Discovery Sets”).

# Competitor and Message Research

Le Labo’s competitive set is closer to brands that emphasize niche fragrance, aesthetic consistency, and lifestyle storytelling than to mainstream perfume houses. It competes through scent, packaging, and atmosphere rather than through traditional mass-luxury signaling (“About Us”; “Byredo”; “The Story of Diptyque”). This makes its most relevant comparisons brands like Diptyque and Byredo, which also connect perfume to broader emotional, sensory, or lifestyle worlds (“Luxury Fragrances by Diptyque”; “About”).

## Competitor 1: Diptyque

Diptyque and Le Labo both sell more than perfume alone; each also sells an aesthetic lifestyle and a sensory world (“The Story of Diptyque”; “Le Labo Fragrances”). However, Diptyque’s official language leans more toward journey, imagination, nature, and poetry, while Le Labo feels more laboratory-inspired, materially grounded, and craft-focused (“The Story of Diptyque”; “Luxury Fragrances by Diptyque”; “About Us”). In that sense, Diptyque is more poetic and narrative-driven, whereas Le Labo is more restrained and ingredient-based (“The Story of Diptyque”; “Films”).



## Competitor 2: Byredo

Byredo is also a relevant competitor because it explicitly defines the brand through memories, emotions, and sensorial creativity (“About”). Its perfume language similarly connects scent to experience and feeling, which places it near Le Labo in the premium lifestyle-fragrance space (“About”; “Perfume”). Compared with Byredo, however, Le Labo places stronger emphasis on raw ingredients, blending, and handcrafted composition rather than on a more abstract emotional translation (“Films”; “About Us”; “About”).



### What makes Le Labo different?

What makes Le Labo distinct is the way it visualizes perfume as a composition of ingredients, craft, and structure. The brand does not only present the finished product; it also foregrounds sourcing, craftsmanship, and materiality, allowing fragrance to feel like a carefully assembled formula rather than only a polished final object (“Films”; “About Us”). This difference is important for the project because it supports a film structure in which raw materials appear first and the perfume emerges afterward as the final composition (“Films”; “Discovery Sets”).

### Message Research

For that reason, Le Labo’s message should not simply be that the perfume smells beautiful. A stronger message is that scent is an experience shaped by ingredients, craft, time, and personal perception (“Films”; “About Us”). This message direction also aligns well with the brand’s official emphasis on sensory journey, sourcing, and artisanal making (“Films”; “Discovery Sets”).

### Suggested Message Direction for the Film

The strongest message direction for this film is: Le Labo presents fragrance as a refined experiment in ingredients, structure, and sensory memory. Instead of showing the bottle immediately, the film should first reveal flowers, woods, spices, and tools, then allow the perfume to emerge as the final result. This approach aligns closely with Le Labo’s official visual language and makes the concept feel more brand-appropriate and conceptually grounded (“Films”; “About Us”; “Discovery Sets”).

# Working Title and Logline

## Working Title

NOTES

## Logline

Fragments that make a scent - by deconstructing a fragrance into its raw visual, tactile, and auditory notes, this film transforms a quiet laboratory experiment into an intimate, synesthetic journey of memory and identity

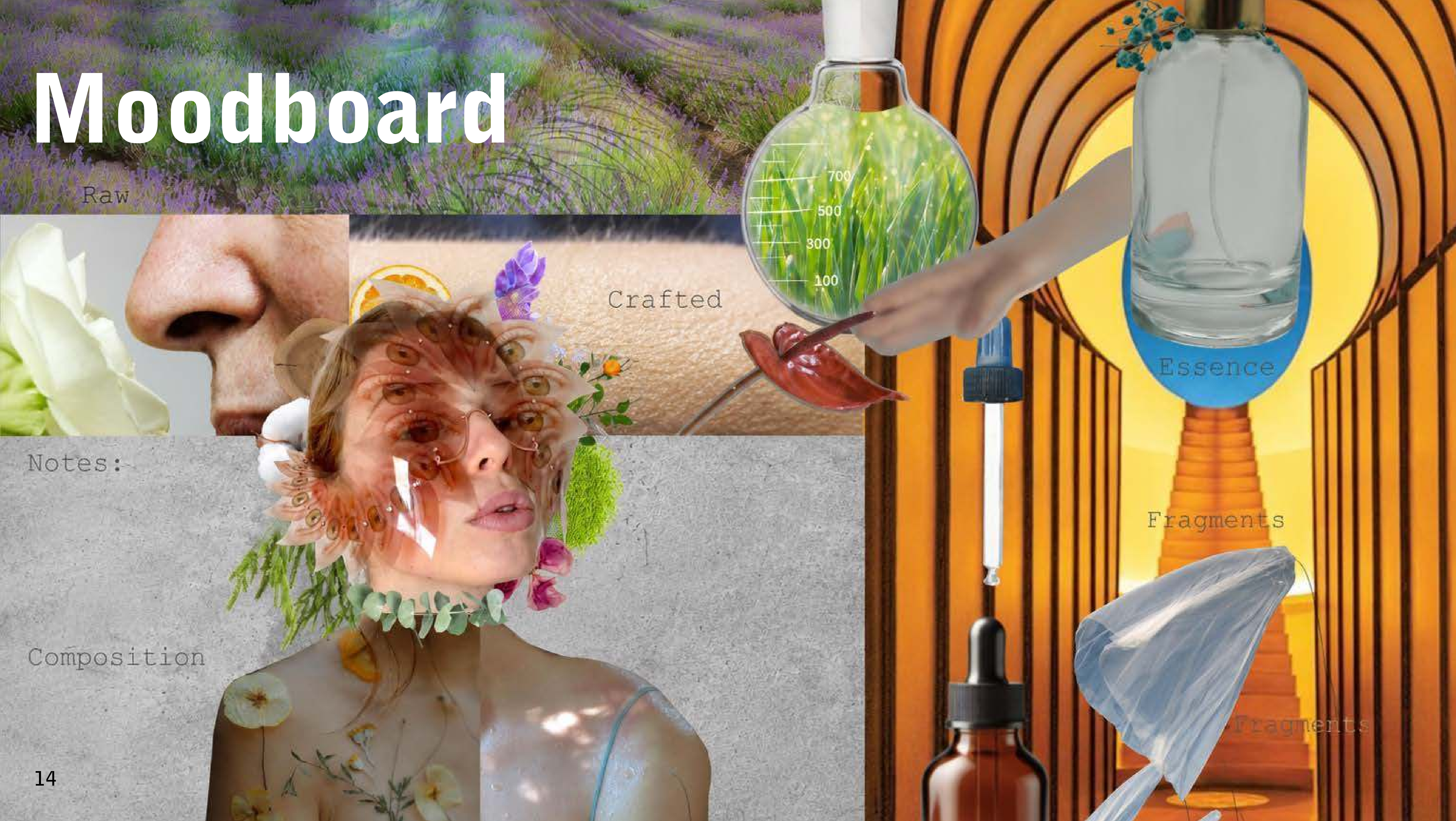
## Storyline Paragraph

Invisible notes begin to appear through layered images, textures, atmosphere, and sound. These fragments, the rugged warmth of cedarwood, the sharp aggression of peppercorn, the bright burst of citrus, trigger visceral sensations and memories. Through close-ups, soft overlays, and rhythmic accumulation, the audience is pulled into a synesthetic world where smell can be seen, heard, and deeply felt. By the end, when these separate sensory layers unify back into the iconic apothecary bottle, the emotional beat lands: the audience no longer views the fragrance as just another luxury object. Instead, they feel a profound, quiet connection to the craftsmanship, leaving them with a sense of personal introspection and a deep appreciation for the ritual of scent.



# Synopsis

Inspired by Le Labo’s minimal, apothecary-style visual language, NOTES explores perfume through a synesthetic approach. The film transforms scent into a layered visual experience, where materials, textures, sounds, and memories seem to emerge from the fragrance itself. Rather than explaining how perfume is made, the story focuses on how perfume can be imagined and felt. The laboratory setting gives the film a quiet and precise atmosphere, while the visual overlays create a more poetic sense of smell becoming image. In the final moment, the sensory fragments come together through the bottle, suggesting that the perfume holds all of these notes within one composition.



# Video Mood Board



[Projection installation from Michael Higgins](#)



[Video from OlfactoryNYC](#)



[Young artist from Shanghai handcrafted a wearable artwork](#)

# Art Direction

The art direction is centered on multi-sensory translation and poetic abstraction. Rather than presenting the fragrance as a finished product, the film explores how a perfume can be experienced across different sensory dimensions- not only how it smells, but how it sounds, feels, and visually unfolds.

Each note is interpreted as a fragment, translated into a combination of:

- Sound (cutting, wind, water, subtle textures)
- Tactile gestures (skin reactions, breath, proximity)
- Visual compositions (color, movement, natural environments, textures)

The film moves between the physical and the perceptual, revealing that what appears as a single liquid is, in reality, a layered composition of materials, colors, and sensations.

Visually, the direction emphasizes:

- Close, intimate shots of the product and human interaction
- Abstract natural imagery that reflects each note
- Overlays and superimpositions that merge reality with perception

Color plays a crucial role in this translation. While the perfume exists as a processed liquid, the film deconstructs it into its original visual components (the muted purple of lavender, the warmth of wood, the brightness of citrus, the depth of earth, etc.) allowing each tone to emerge as part of a larger composition. The presence of the chemist acts as a bridge between these dimensions.



[Butterfly Totem, Conner Griffith](#)



Through her gaze, touch, and perception, the fragrance is not simply analyzed, but experienced and reimagined.

The visual rhythm alternates between:

- Controlled, composed frames (precision)
- Fluid, organic imagery (emotion and memory)

Layering becomes essential, as multiple sensory realities coexist within a single frame, reinforcing the idea that a fragrance is never singular, but always composed of fragments that build a whole. Luxury is expressed through depth, subtlety, and emotional resonance, avoiding literal storytelling in favor of an immersive, contemplative experience.

The visual tone draws from:

- Editorial still life photography
- Artisanal environments
- Natural material studies

Luxury is expressed through simplicity and control, where nothing is decorative and every element has a purpose. The result is a quiet, contemplative visual experience that reflects the essence of Le Labo: a fragrance defined not by spectacle, but by the integrity of its notes.



# Production Design

The production design is built around a controlled, minimal laboratory environment. The space is designed using natural and tactile materials such as wood, stone, and glass, creating a setting that feels warm, artisanal, and intentional rather than clinical or sterile. The goal is to keep the environment simple and clean, so the focus remains on the product, the chemist, and the sensory experience of the fragrance.

The set is carefully arranged with only a few elements, avoiding visual clutter. Every object placed in the space has a purpose, and the compositions are designed to feel precise and balanced. The environment supports the idea of fragrance as something crafted and composed, not mass-produced. Some parts of the film are captured directly within this space, including the product, close interactions with the fragrance, and subtle gestures from the chemist. These moments ground the film in a physical, tangible reality. At the same time, the production design expands beyond the set through the use of AI-generated and sourced footage. These external visuals represent the sensory and environmental qualities of the fragrance, such as landscapes, textures, and natural elements.

These two layers are combined visually, creating a contrast between:

- The real, controlled space of the laboratory
- The abstract, sensory world of the perfume

This approach allows the film to move between what is physically present and what is perceived, reinforcing the idea that a fragrance is both a material object and a sensory experience.

# Color

In the lab, the color temperature will be strictly neutral-to-cool. This crisp, natural light emphasizes the “controlled, minimal laboratory environment”. By keeping the lab cool and objective, we create a visual anchor. It ensures the environment feels like a place of precision and “careful composition”, allowing the rich, saturated colors of the natural ingredients to pop dynamically when introduced. The color palette begins from a restrained, neutral base, but gradually expands as the fragrance is deconstructed into its sensory components. Rather than remaining purely desaturated, color appears in controlled moments, unfolding as part of the sensory translation of the fragrance. These tones are never artificial or overly saturated, but remain grounded in natural references, maintaining a sense of authenticity and material truth. Through layering and superimposition, colors begin to coexist and overlap, reflecting the complexity of the fragrance as a composition. What starts as a minimal and restrained palette evolves into a more nuanced visual field, where each color represents a fragment of the whole.

# Lighting

The lighting follows two approaches, depending on the type of scene. Within the laboratory environment, lighting is controlled, soft, and natural, designed to highlight textures and materials without feeling artificial. The light is carefully directed to create subtle shadows and depth, allowing objects, skin, and surfaces to feel tactile and real. The goal is to maintain a calm and precise atmosphere, where every element is clearly visible but not overexposed or stylized. For the external and sourced footage, lighting remains natural and true to its environment. Whether it is sunlight, overcast skies, or atmospheric conditions, the light is not altered or dramatized, allowing each scene to preserve its authenticity.

This contrast creates a balance between:

- The controlled, intimate light of the laboratory
- The organic, unpredictable light of the natural world

Together, both approaches reinforce the idea of the fragrance as something that exists between precision and nature.

# Cast/Models

The film features one model, a young woman in a lab coat. Her appearance is natural and clean, without strong styling. She plays a central role through expressive, sensory-driven gestures, reacting to the fragrance in an intuitive and almost abstract way. Her expressions are heightened at key moments (during creation, listening, and appreciation) helping translate the perfume into a visual and emotional experience. Rather than following a structured narrative, her performance feels fluid and interpretive, allowing her reactions to guide the viewer through the different layers of the fragrance. No specific physical traits are required, as the focus is on presence and expressiveness rather than identity. The model functions as a medium for the experience, while the fragrance remains the true focus of the film.



# Styling/Hair/Makeup

The styling, hair, and makeup approach is intentionally minimal, natural, and relatable, aligning with the clean and understated aesthetic associated with Le Labo. The model wears a simple lab coat, which serves as the primary styling element. The coat reinforces the idea of craftsmanship and formulation. It also helps position the character within the laboratory environment without turning it into a costume-driven narrative. Hair and makeup are kept soft, fresh, and natural, avoiding any heavy styling or dramatic looks. Skin is clean and luminous, with minimal makeup that enhances rather than transforms. Hair is styled in a simple and controlled way, maintaining a sense of effortlessness and authenticity. Overall, styling is treated as a supporting element, not a focal point. It exists to create coherence within the environment, while ensuring that the true protagonism remains with the fragrance and the visual narrative being constructed.

# Props

The props are divided between physical elements used on set and visual elements represented through external footage. Within the laboratory environment, the film incorporates a selection of simple, functional tools such as flasks, droppers, and glass vessels, reinforcing the idea of formulation and composition. These elements support the chemist's interaction with the product and ground the film in a tangible, physical process. A limited number of natural ingredients are also present on set (including flowers, matcha, citrus, lavender, sandalwood, and cotton) used in a subtle and controlled way. These materials suggest the origin of the fragrance without attempting to fully recreate it within the space. However, the film does not rely on these physical props to fully represent the natural world. Instead, the more expansive and immersive aspects of each ingredient (such as fields, textures, sounds and environmental qualities) are conveyed through AI-generated and sourced footage.

This approach allows a clear distinction between:

- the constructed, controlled space of the laboratory
- and the organic, natural environments that inspire the fragrance

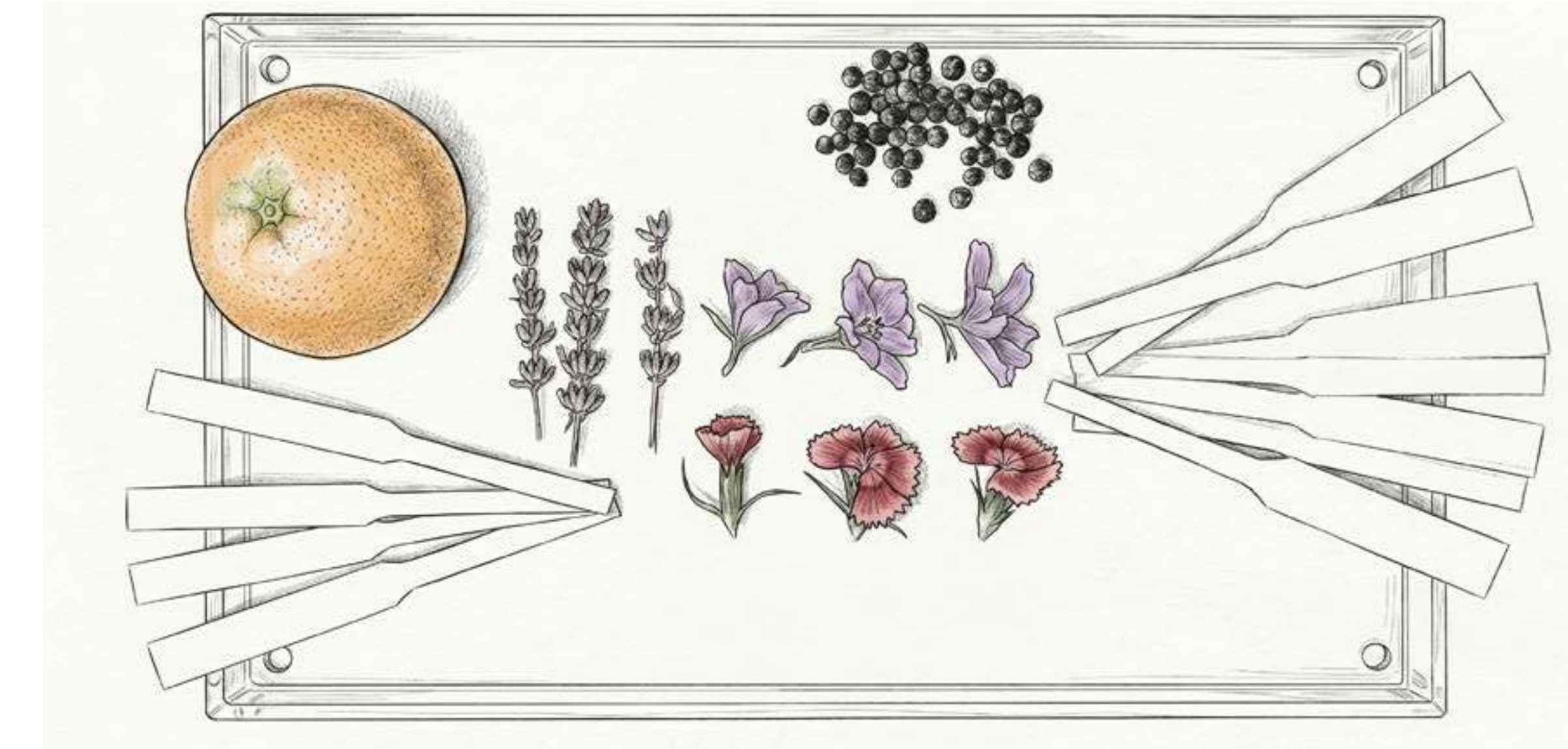
The physical props act as a point of reference, while the external imagery expands their meaning beyond the limits of the set. Together, they support the idea of the perfume as a composition that exists both in material form and in nature.

# Storyboard



## Board 1: The Threshold and Ritual

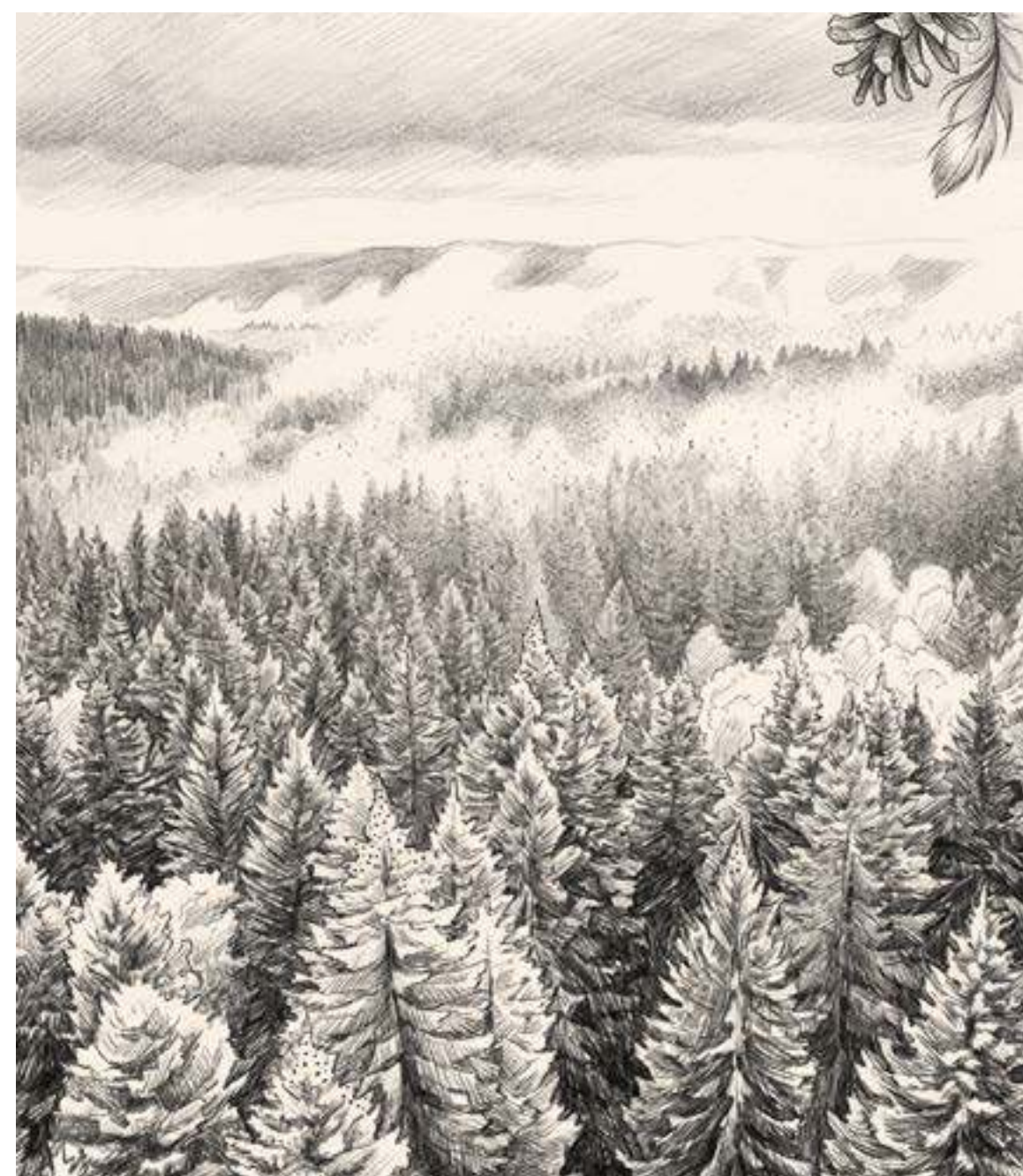
This shot establishes the transition from the outside world into the artisanal space. We start with a tight macro shot of a door handle turning, followed immediately by the chemist deliberately putting on her crisp white lab coat in front of a bright, natural window. The lighting is soft and inviting, signaling the beginning of a precise process.



## Board 2: The Fragments

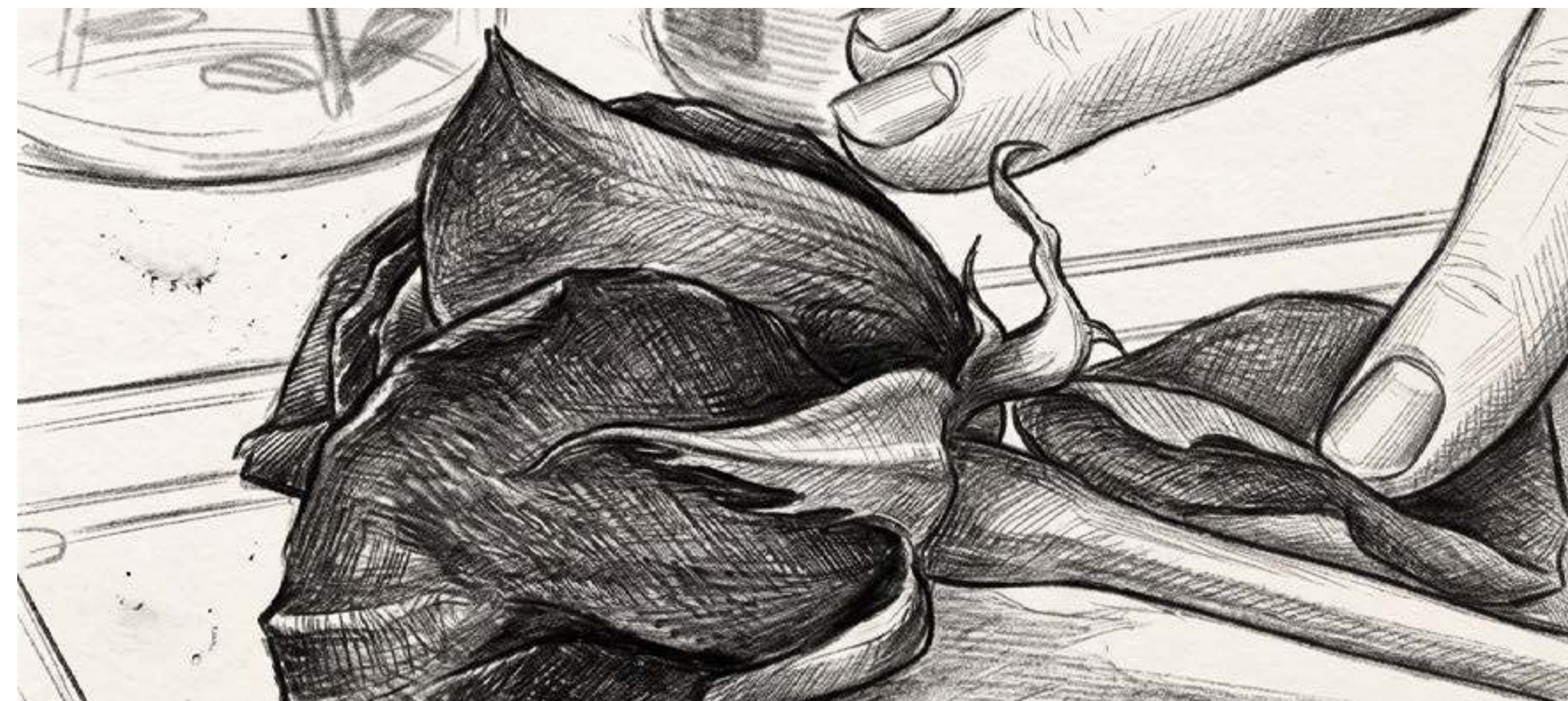
We introduce the raw materials before they are deconstructed. This is a top-down, meticulously organized flat lay of the ingredients: lavender, black peppercorns, an orange, and measured liquids alongside clean paper blotters. It visually grounds the composition in clinical, intentional structure.





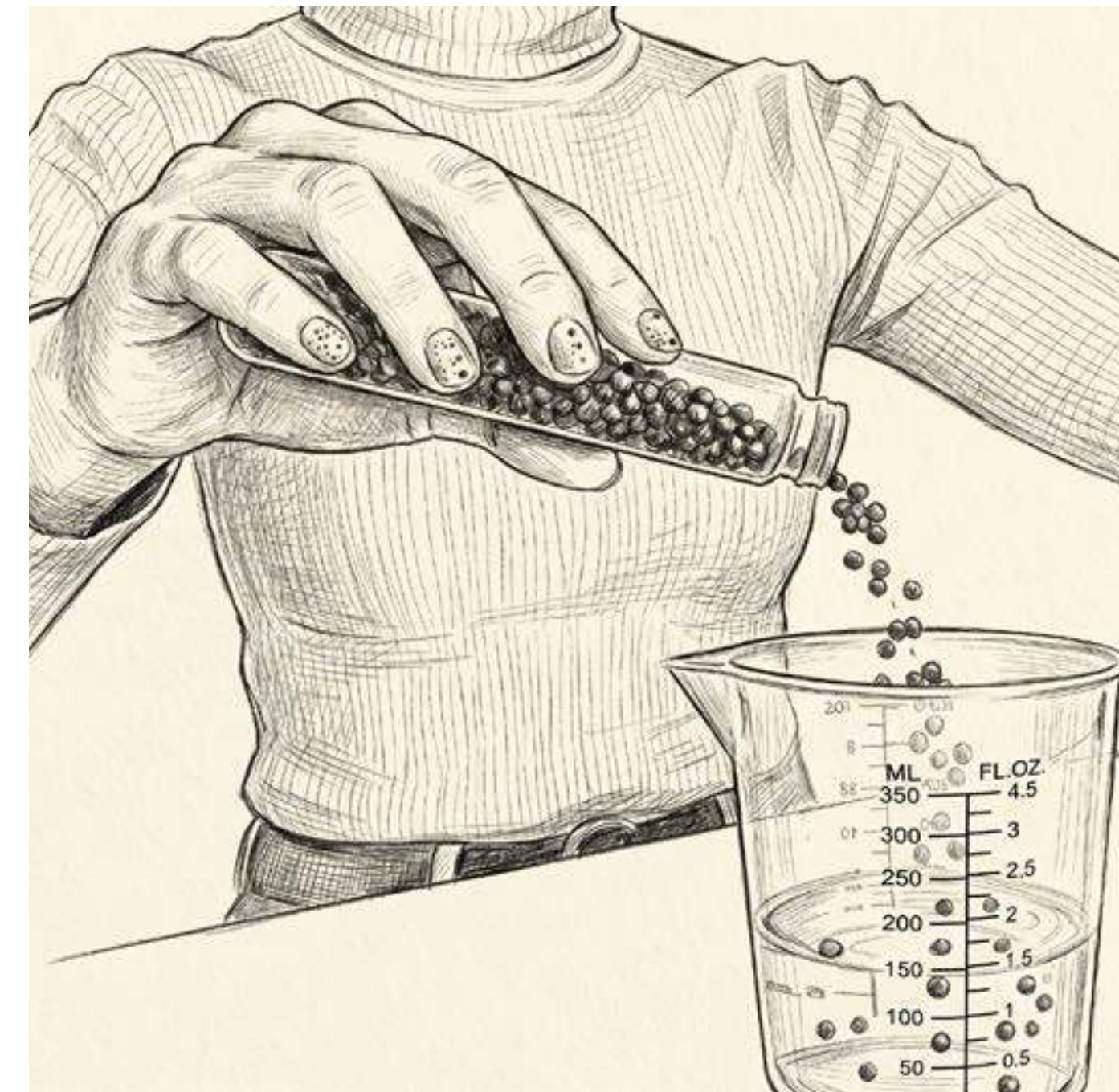
### Board 3: The Catalyst (Wood)

The sensory journey begins. The chemist sprays Santal 33 on her wrist and smells a blotter. This action triggers a double exposure where the clinical lab dissolves into a sweeping aerial drone shot of a dense, green pine forest. Smell instantly translates into spatial memory.



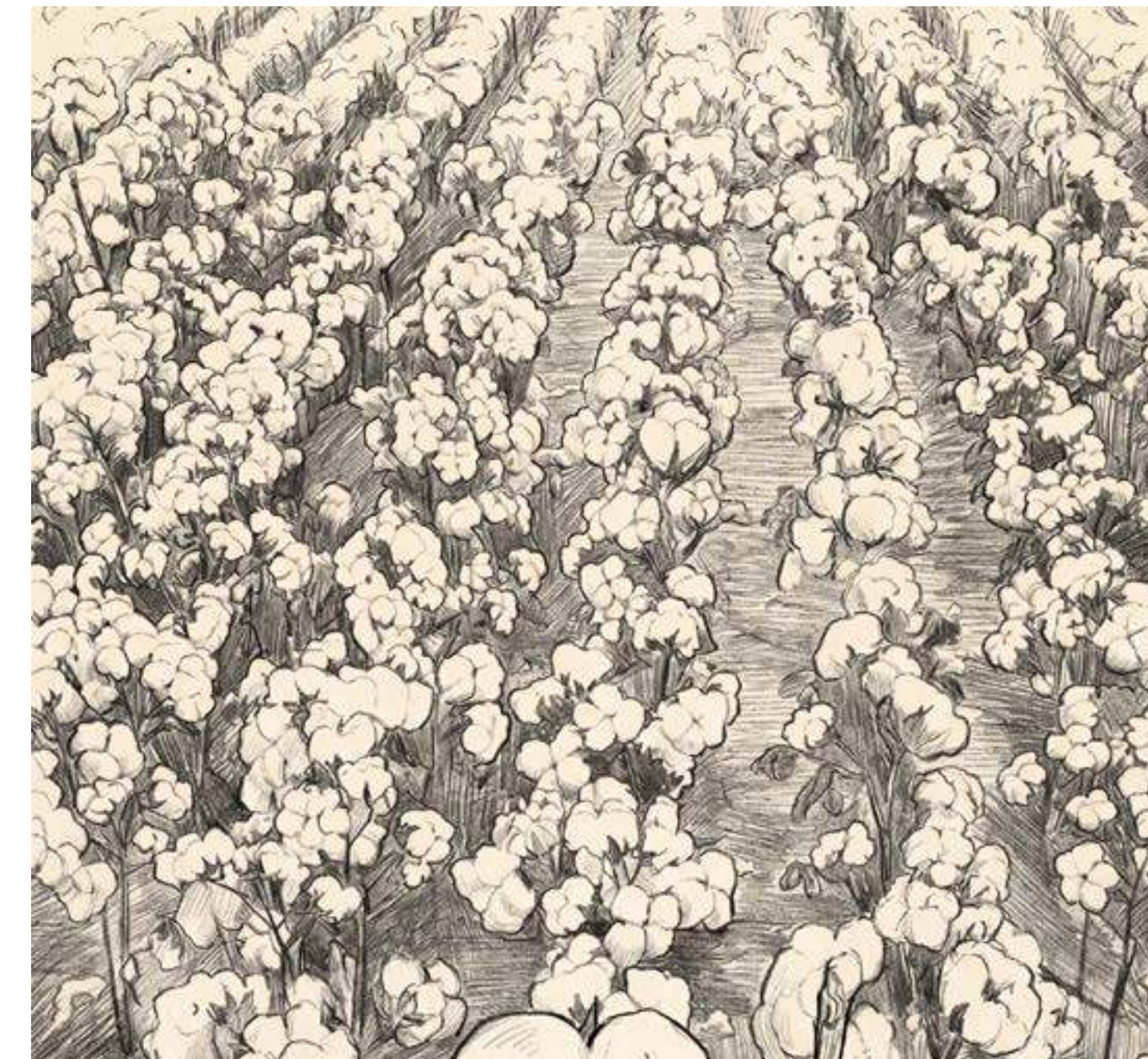
### Board 4: The Heart Note (Floral)

We merge touch and sight. A finger gently strokes a vibrant red rose petal before dropping it into a beaker. The frame cuts to an extreme close-up of an eye with pink makeup, double-exposed with a saturated, overwhelming field of red roses. The tactile softness transforms into a visual flood of floral notes.



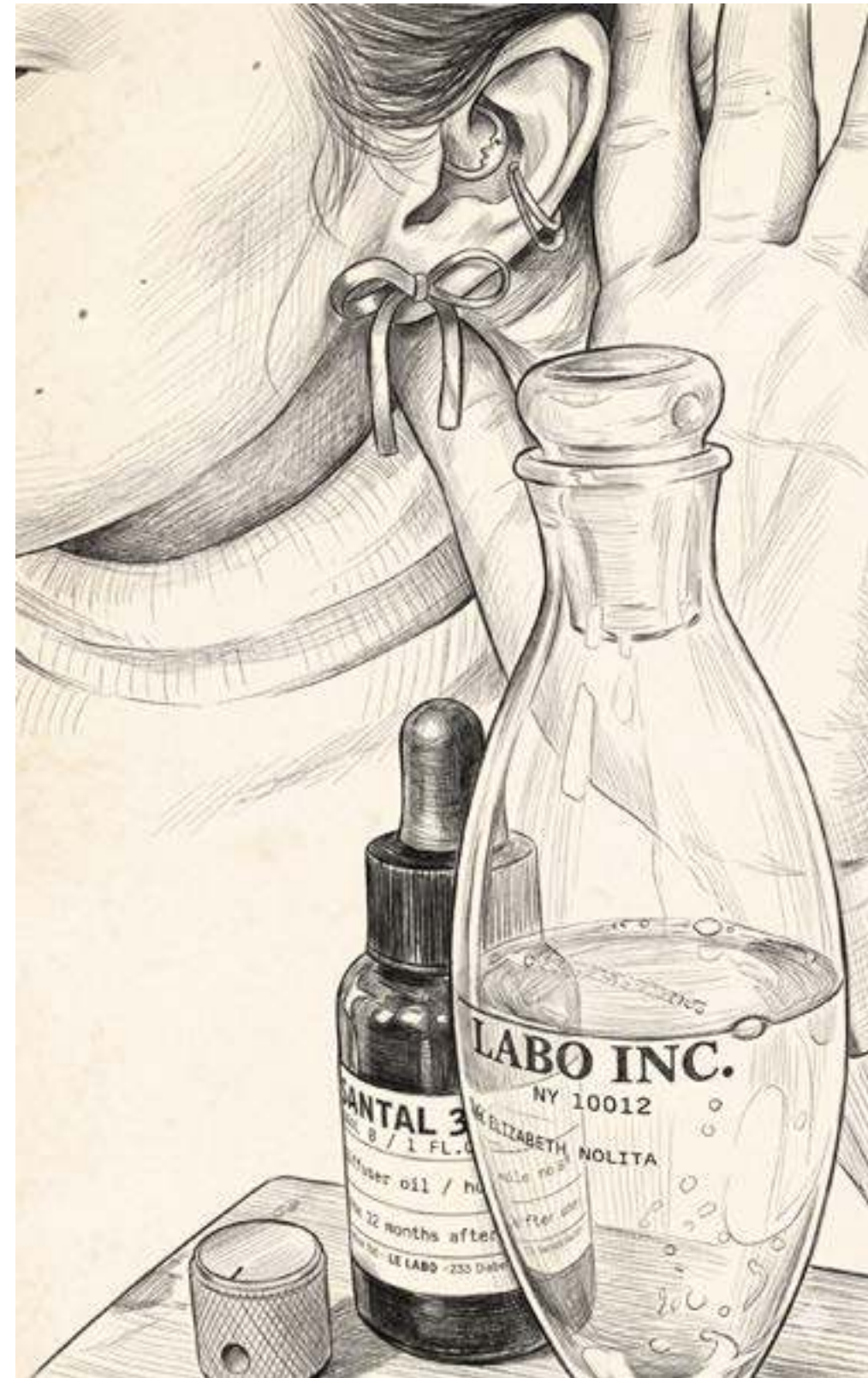
### Board 5: The Sharp and Top Notes (Spice & Citrus)

The rhythm accelerates. Black peppercorns pour sharply into a measuring beaker under high-contrast light, representing the spicy kick. This is immediately followed by an extreme macro shot of an orange rind, its bright juice squeezed into a beaker. The vibrant, acidic burst of color shows the elements actively being extracted.



### Board 6: The Synthesis and Assessment

The chemist takes control of the elements. A pipette drops essence into a deep red liquid as she stirs it. To test the airy, fresh qualities of the composition, she dips a row of blotters, which is paired with a wide, bright shot of a cotton field swaying in the wind. The visual layers are actively merging.



### Board 7: The Synesthetic Climax

The ultimate translation of the senses. After drawing Santal 26 oil with a pipette, the chemist holds a beautifully curved glass flask directly to her ear. She is not just smelling the fragrance; she is listening to it. Her expression is relaxed and focused, proving the scent is a multi-dimensional experience.



### Board 8: The Resolution

The synthesis is complete. The chaotic, vibrant elements of nature have been successfully tamed into the final product. We see the perfectly centered, static shot of the iconic Le Labo apothecary bottle alone on the clean lab table. The screen fades to a misty forest lake with the title: "Notes. LE LABO Grasse - New York."

# Shots and Angles

0:00 - 0:01



### Macro / Extreme Close-Up

A tight macro shot of a door handle turning and opening, allowing soft, natural light to spill into the frame.

0:01 - 0:04



### Medium Shot, Eye-Level

The chemist deliberately puts on her white lab coat in front of a bright, natural window.

0:04 - 0:07



### Top-Down / Flat Lay

A meticulously organized arrangement of raw ingredients (lavender, peppercorns, orange, liquids) alongside paper blotters.

\*image used is reference of items on a table with a camera shot from above\*

0:07 - 0:10



**Medium Close-Up**  
The chemist sprays Santal 33 onto her wrist. Soft, directional light highlights the mist.

0:10 - 0:15



**Extreme Close-Up (ECU) ---> Aerial Drone**  
A tight shot of the chemist smelling a blotter, overlaid with a double exposure of a forest, transitioning to a sweeping aerial drone shot of dense green pines.



0:15 - 0:26



**Macro --> Extreme Close Up Double Exposure**  
A finger gently strokes a red rose petal before dropping it into a beaker. Cuts to an ECU of an eye with pink makeup, double-exposed with a vibrant field of red roses.



0:26 - 0:29



**Close-Up**  
Black peppercorns are poured sharply from a glass bottle into a small measuring beaker.

0:29 - 0:41



**Macro --> Close Up**

An extreme macro shot of an orange rind, followed by the juice being squeezed into a beaker. A pipette drops essence into red liquid, and the chemist stirs it.

0:41 - 0:48



**Top-Down --> Wide**

The chemist dips a row of blotters into beakers. Cuts to a wide shot of a bright cotton field swaying in the wind.



0:48 - 0:57



**Close Up --> Extreme Close Up**

The chemist sprays scent on her wrist, draws Santal 26 oil with a pipette, and then holds a curved glass flask to her ear to listen.



0:57 - 1:03



**Macro --> Static CU**

The Santal 33 bottle lies among eucalyptus and flowers. Cuts to a perfectly centered, static shot of the iconic bottle alone on a clean lab table.

1:03 - 1:08



**Macro --> Wide Graphic**  
A macro shot of the engraved “LE LABO” cap. The screen fades to a misty, atmospheric forest lake with the title: “Notes. LE LABO Grasse - New York”.

# Location



**Morris Hall**

The ideal location for this shoot was Morris Hall as it perfectly served as our controlled, minimal laboratory environment. Rather than a sterile or clinical space, this location naturally featured the tactile materials such as stone and glass which we felt were necessary to visually communicate Le Labo’s warm, artisanal, and intentional aesthetic.

We will schedule our shoot for late morning to utilize the location’s controlled, soft, and natural window light. This specific timing allows us to capture the subtle shadows and depth required to make the glass beakers, the chemist’s skin, and the raw ingredients feel tactile and physically real without appearing artificially lit.

This space acts as the physical grounding point for our synesthetic concept. It provides the clean, uncluttered background necessary for the intimate close-ups of the chemist’s process and serves as the stage for the film’s climax: the perfectly symmetrical, static screens of the final Le Labo apothecary bottle.

# Audio Mood Board

The audio direction is minimal, material-driven, and highly restrained. Rather than relying on music or complex sound design, the soundscape is built from subtle, real-world textures that reflect the physicality of the ingredients and objects shown on screen. Each sound is treated as an isolated element, mirroring the visual approach where each note appears individually. The overall tone is quiet, intimate, and controlled, allowing silence and spacing to play an active role in the composition. The goal is to create an atmosphere that feels intentional and sensory, rather than dramatic or narrative-driven.

# Sound Links/Clips

- Light water flow / sink running
- Water droplets or dripping
- Soft glass tap or bottle placement
- Paper movement / page flip / label handling
- Subtle leaf or petal movement
- Soft ambient room tone (very minimal)

# Sound Concept/Mood

The sound design is quiet, intimate, and contemplative, reinforcing the film's focus on stillness and material presence. Each sound appears individually, aligned with each visual element, and is allowed space before the next is introduced. Rather than building rhythm or musical progression, the sound develops through subtle accumulation, echoing the idea of fragrance as a composition of individual notes.

There is no dominant audio layer; instead, the soundscape remains light and controlled throughout. Silence is used intentionally to create pauses between elements, emphasizing precision and restraint. The overall effect is a sensory experience that feels refined, minimal, and immersive, supporting the visual narrative without overpowering it.





# Musical Instruments / Sound Texture

The music in Notes works as an allegory of the campaign itself: a composition built gradually through layers. Each acoustic instrument enters as an individual note, a distinct voice, or a fragment of meaning. At first, these sounds exist separately, almost like isolated ideas. But as the commercial progresses, the instruments begin to overlap, respond to one another, and build a richer emotional texture.

This layering mirrors the visual language of the campaign. Just as the images reveal different perspectives, moments, and signals, the music constructs a narrative through accumulation. Every note adds intention. Every instrument adds depth. Together, they form a complete composition that feels human, crafted, and intentional. By the end, the music is no longer just a background element. It becomes the structure of the piece: a sonic expression of how different notes, voices, and layers can come together to create one unified message.

## Video Processes



**Initial Video**

**Final Video**

