



Brand Campaign

Reet Latta

LXMT730

Prof. Roop Virk



A niche French luxury brand in the beauty and wellness market specializing in skincare, perfumes, and beauty and grooming products, founded by Victoire de Taillac and Ramdane Touhami

*art de vivre, liberté, beauté*

Historical elegance

Ritualistic self-care

Luxury apothecary



Tradition

Alchemy

Artisanal formulations



Founded in Paris by Jean-Vincent Bully, a celebrated perfumer of his time. He became known for his expertise in creating exquisite perfumes and his invention of the "Vinaigre de Toilette," a multipurpose beauty vinegar that became highly popular during the 19th century.

1803

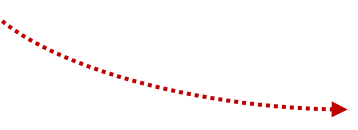
2014



Ramdane Touhami and his wife Victoire de Taillac-Touhami reimaged Bully as Officine Universelle Bully 1803



2020



Seoul



Tokyo

London



Milan





LVMH

LVMH Acquisition

2021

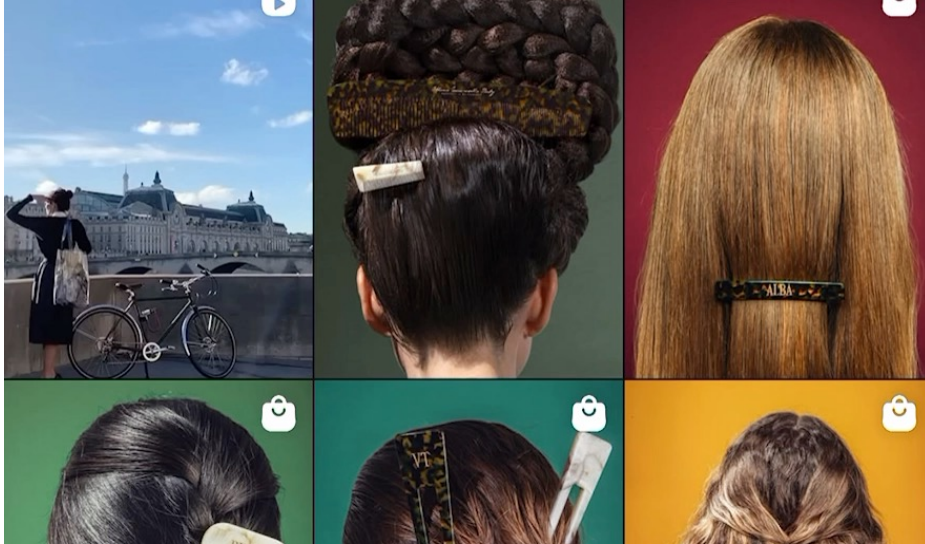
*"Officine Universelle Buly is where timeless beauty meets modern luxury, offering bespoke, artisanal products that elevate daily rituals."*

*Now*

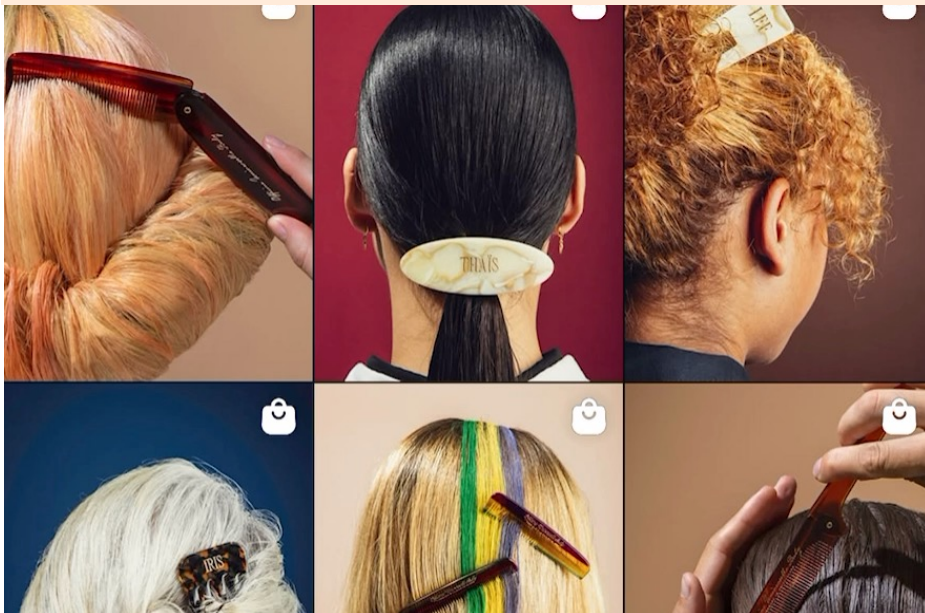


Celebrated not only for its exceptional products but also for its storytelling, building a bridge between natural ingredients, the teachings from ancient recipes and innovative technologies.

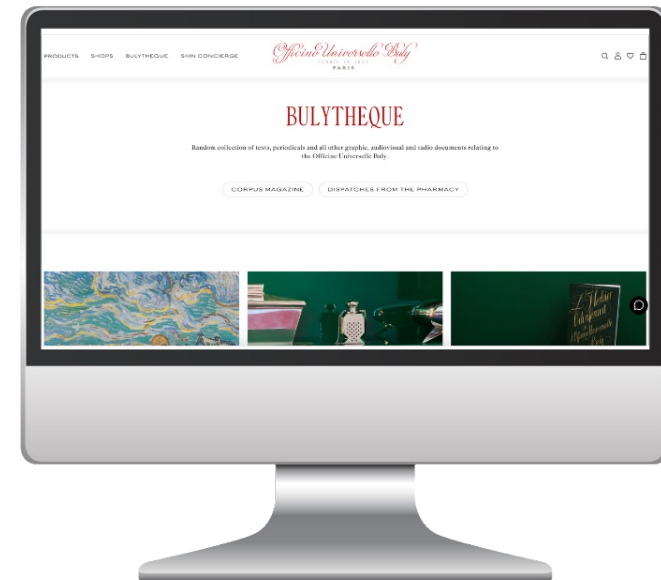




Lack of clear communication  
Poor ESG communication



Missed consumer engagement  
opportunities



## Value AUTHENTICITY & TRANSPARENCY

>60% of Millennials want brands to be more environmentally friendly & ethical. However, consumers still prioritize convenience, price, and style over sustainability. Authenticity is key to earn consumer trust.

*Consistency*

*Credibility*

*Symbolism*

*Integrity*

## Sustainability has transitioned from a CHOICE TO A NECESSITY.

Younger luxury buyers (Millennials & Gen Z) prioritize ethical sourcing, sustainable packaging, and fair labour.

## Skeptical of GREENWASHING

Common greenwashing tactics include:

- Highlighting one small sustainable initiative while ignoring larger environmental harms.
- Using vague or misleading labels (e.g., "eco-friendly" without proof).
- Creating take-back programs that encourage more guilt-free consumption rather than reducing waste.



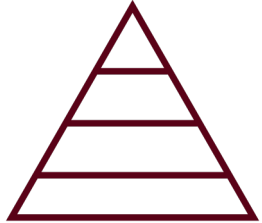
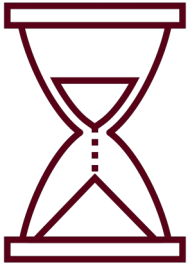
# CONSUMER DRIVERS & RESPONSE

*High-quality & Longevity*

*Ethical & Sustainable sourcing*

*Social responsibility & Brand values*

*Exclusivity & Prestige of sustainable luxury*



Inspiration

Disappointment

Respect

**POSITIVE**

Brand advocacy

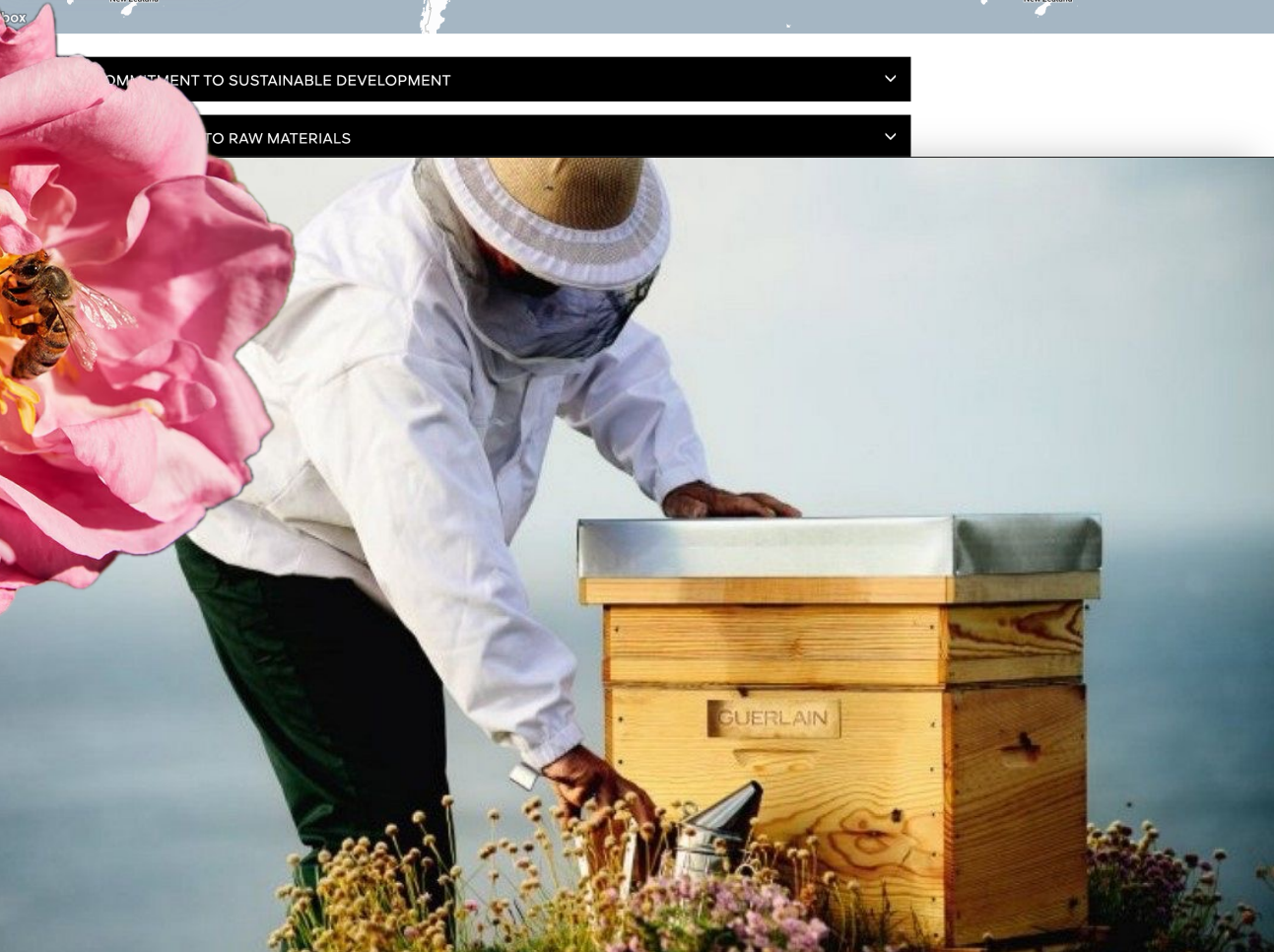
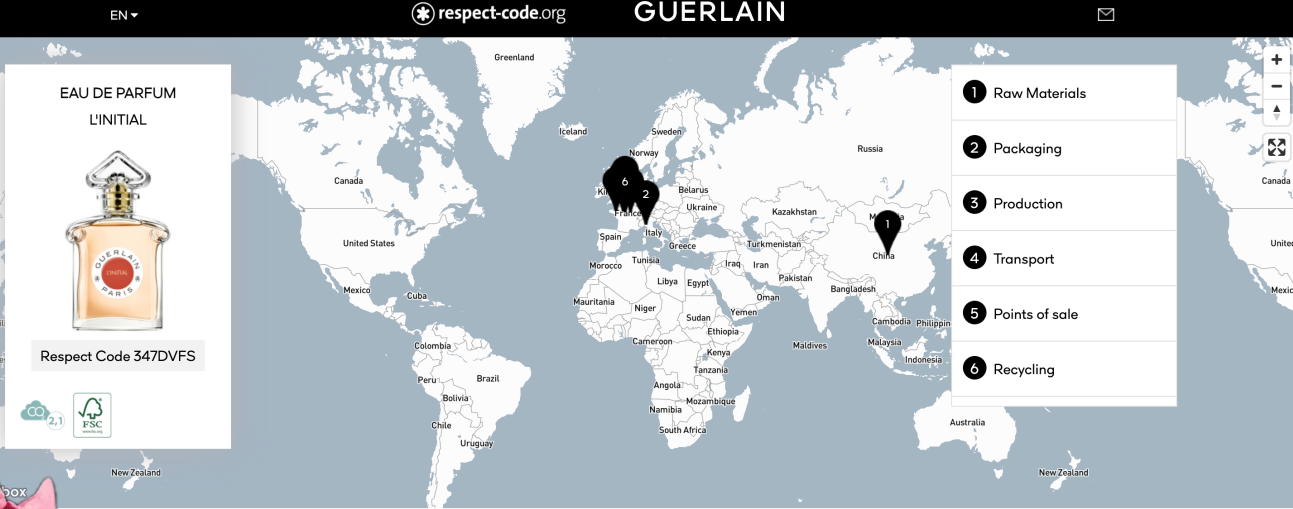
Anger

**NEGATIVE**

Too woke criticism

Appreciation

Withdrawal of support



# 100% BEE RESPECT

# GUERLAIN

**"Bees, the alchemists of nature.  
And Guerlain, the alchemist of beauty"**

*focusing on biodiversity and conservation*

Guerlain's "Bee Respect" is a digital platform designed to provide consumers with comprehensive transparency regarding the lifecycle of their products.

Consumers can access the platform via Guerlain's website, using QR codes to explore detailed information about each product's lifecycle.

Offers a sustainable fragrance refill station in flagship stores.

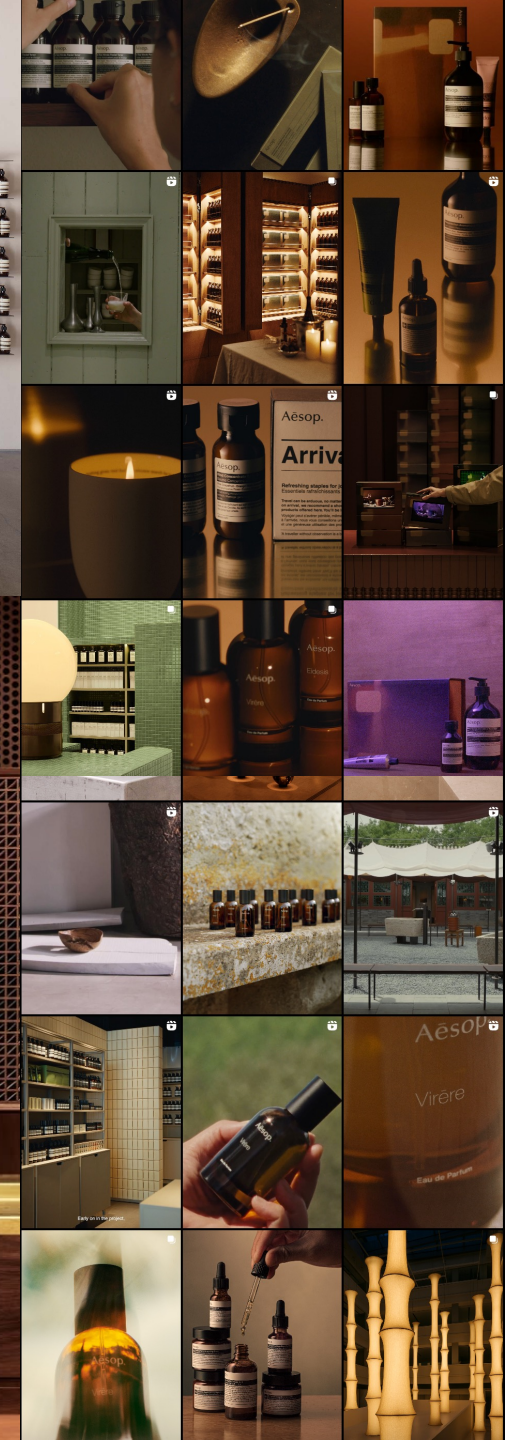
# Aēsop.®

Aesop weaves sustainability into its brand identity seamlessly - not just as an add-on.

Uses refill stations, minimalist packaging, and responsible ingredient sourcing.

Communicates sustainability in a clear, no-nonsense way through its website and marketing.

Engages consumers with detailed product transparency and thoughtful storytelling.





**Engage consumers in  
the conversation**

**Refill programs,  
ingredient traceability,  
and waste reduction**

**Use social media as a  
tool for education**

**Showcase  
sustainability through  
dedicated platforms**

*Officine Universelle Buly*  
FONDÉE EN 1803  
PARIS

## NATURE IS THE ULTIMATE ALCHEMY

*'Reviving tradition, preserving nature.'*



# CAMPAIGN GOALS

Build consumer trust

Visible and engaging

Educate without overwhelming

Storytelling, and product-focused messaging



# HERITAGE-SEEKING, ECO-CONSCIOUS CONSUMER

## Demographic

- **Age:** 25-45 years old (Affluent millennials & Gen Z)
- **Income:** Upper-middle class to high-net-worth individuals
- **Location:** Major metropolitan cities (Paris, London, Tokyo, New York, Seoul)
- **Occupation:** Professionals, creatives, entrepreneurs, and luxury enthusiasts

## Psychographic

- Values timeless beauty & artisanal craftsmanship - prefers **historical brands with authenticity.**
- Seeks **sustainable luxury**
- Enjoys **curated, high-end shopping experiences.**
- **Deeply invested** in skincare, self-care, and wellness rituals rooted in tradition.





**LOYAL**

Already attracted to Buly's heritage, craftsmanship, and exclusivity

Appreciate tradition and authenticity, aligning with Buly's brand identity

Value sustainability but need better communication

*This campaign will deepen their connection with the brand by making sustainability a visible and engaging aspect of their luxury experience.*




*This campaign will focus on authentic, educational sustainability storytelling to win over skeptical consumers.*

Familiar with ESG concepts but skeptical

Likely to be converted into loyal customers if Buly communicates sustainability as an extension of luxury



**NEW**



Nature as the  
pinnacle of  
luxury

Sustainability as  
a form of  
preservation

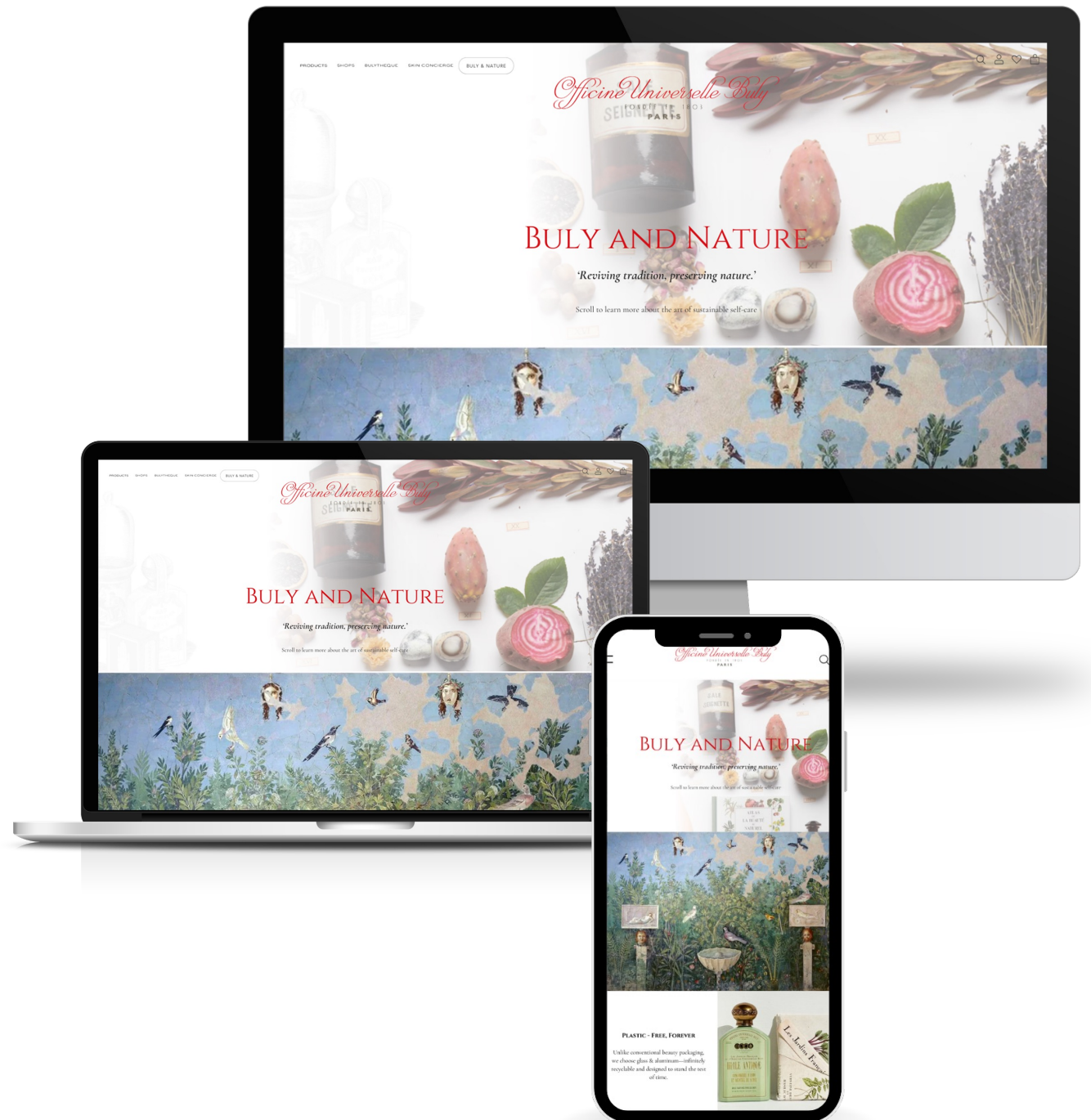
The future of  
heritage | Tradition  
re-imagined

Storytelling  
through  
rituals

# BULY AND NATURE

Website Enhancement

A dedicated 'Buly & Nature' page



# VOGUE

*Nature is the Ultimate Alchemy*

Reviving tradition

Preserving nature



## BULY'S COMMITMENT TO ECO - LUXURY



Exclusive interviews with Vogue, L'Officiel, Harper's Bazaar, and Monocle.

Feature in Vogue Green or The Business of Fashion's Sustainability Reports.

Collaborations with high-end lifestyle & sustainability-focused publications like LUXE Digital, Wallpaper\*





# A JOURNEY OF THE SENSES

Textured ingredient exploration

Scent & Flavour pairing experiences

Scented art installations


Live perfumery demonstrations


ASMR & Nature soundscapes

📍 Palais Royal  
Sept-Oct'25

# “A SOUVENIR OF NATURE”

#BulySustains

 6 rue Bonaparte  
75006 Paris  
France

 106-0041 Tokyo, Minato-ku,  
Azabudai 1-2-4 Azabudai  
Hills Garden Plaza C 1F

Eco-Ink Calligraphy station

Heritage and Sustainability story card

Encourage tourists to share their personalized Buly products with the hashtag #BulySustains for a chance to win an eco-luxury gift set.

Partner with luxury hotels & airport boutiques.





## Tourist-focused Activation

"Souvenir of Nature" in-store activation (Paris & Tokyo)  
Reward frequent Buly shoppers  
Travel retail & luxury hotel partnerships  
Final impact report on sustainability efforts

**Q2 2026**  
(April - June)

## Pre-launch & Hype

Social media teasers & influencer engagement  
Press outreach in Vogue & Harper's Bazaar  
#BulySustains soft launch  
Pop-up preparations

**Q3 2025**  
(July - September)

## Retail & Digital Expansion

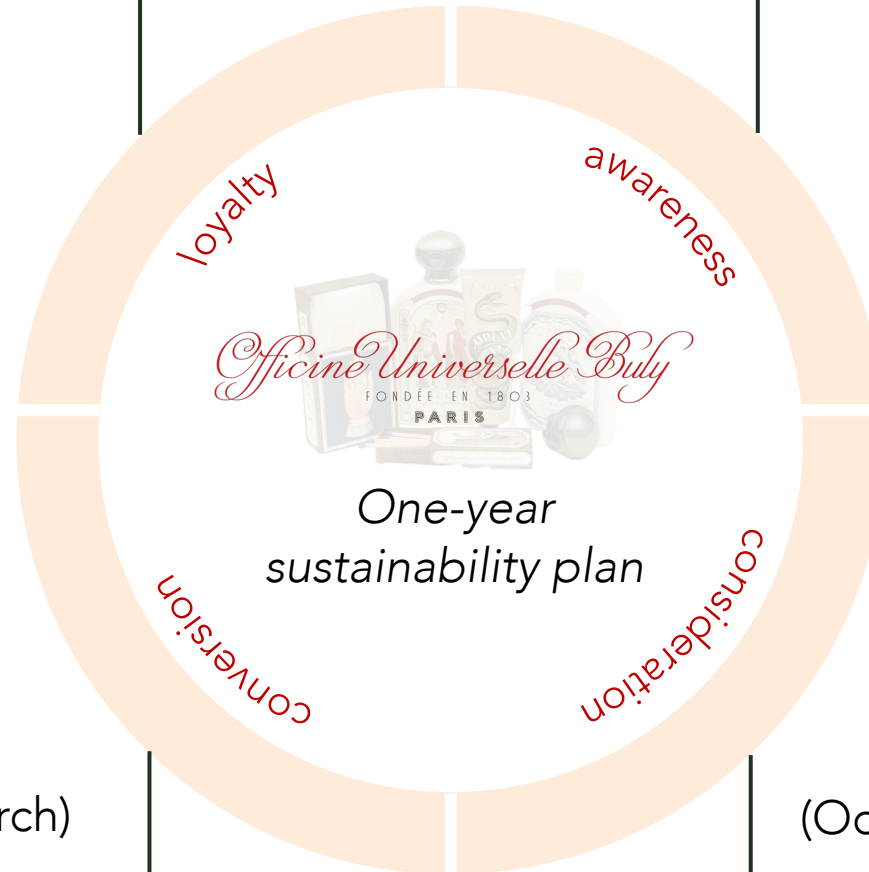
Retail sustainability expansion  
Expand the "Buly & Nature" webpage  
Sustainable packaging for selected products rollout

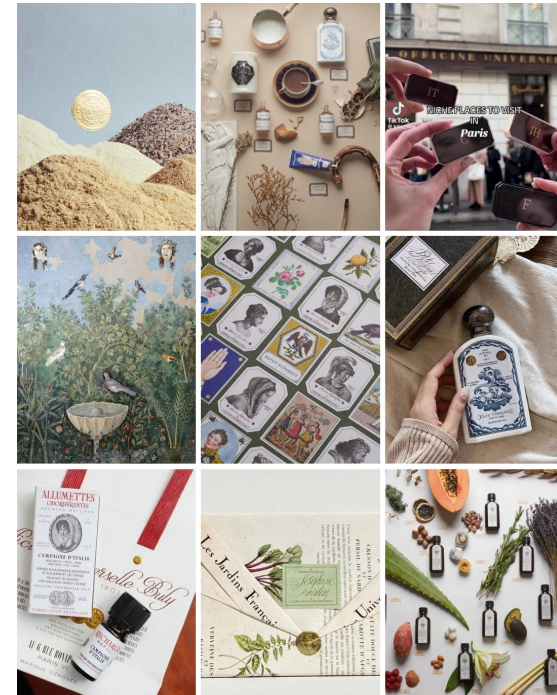
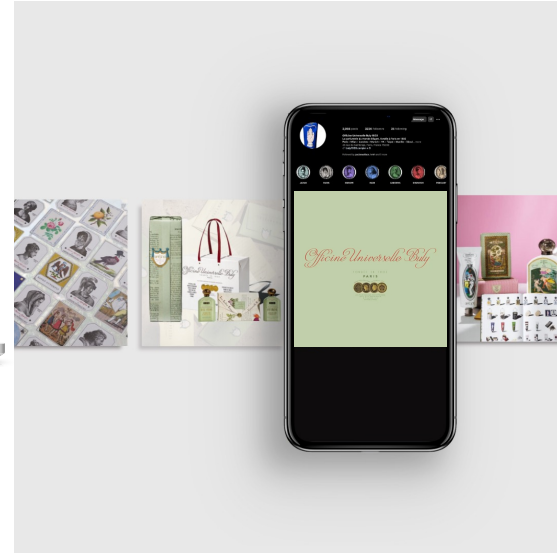
**Q1 2026**  
(January - March)

## Paris Fashion Week & Pop-Up

"Journey of the Senses" Pop-Up at Palais Royal  
Invite journalists/luxury press/industry experts for an exclusive first look.  
VIP gifting with sustainable calligraphy packaging  
#BulySustains social media campaign launch

**Q4 2025**  
(October - December)





*Officine Universelle Buly*  
FOUNDED 1803  
PARIS

**Timeless Beauty. Bottled Sustainably**  
Inspired by ancient beauty oils, this formula nourishes deeply - without a single artificial additive.  
Made with nature's purest oils, chosen for their skin-replenishing properties.

**Designed to Last. Made to be Refilled**  
Glass & aluminum packaging - infinitely recyclable, beautifully timeless.  
Avoids plastic waste, ensuring luxury without compromise.

**A Ritual of Responsibility**  
Every drop supports eco-conscious sourcing - because true beauty cares for the world.  
Sustainably harvested plant oils, crafted with respect for the earth.

**A Story to Take Home**  
Your personalized calligraphy makes this bottle uniquely yours.  
Nature makes it timeless.

*Sesame oil, Apricot oil, Coconut oil & Castor oil*



By choosing this product, you are supporting a brand that seamlessly blends luxury with environmental responsibility, embodying the essence of eco-conscious luxury.

Visit [www.buly1803.com](http://www.buly1803.com) to learn more

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