

# Comme des Garçons Brand History

Created in 1969 by Japanese designer Rei Kawakubo, Comme des Garçon has continued to push the limits of fashion and beauty. Remaining independently owned by Kawakubo to this day, the brand now has a plethora of sub-labels for different products or headed by other designers like Junya Watanabe, Kei Ninomiya, Fumito Ganryu, and Tao Kurihara.

## Corporate Fact Sheet

- Comme des Garçons was founded in 1969
- To this day it remains completely independently owned
- Under the CDG umbrella is the luxury boutique Dover Street Market with 7 stores globally
- CDG has collaborated with brands like Nike, Supreme, and Louis Vuitton
- CDG is valued at \$320 million
- The CEO is Adrian Joffe, longtime partner of Rei Kawakubo

## Comme des Garçons Parfum Plus

The first step of this PR plan is the creation and announcement of a new fragrance sub-label *Comme des Garçons Parfum Plus* headed by legendary niche perfumer Josh Lobb of Slumberhouse fragrances.

Created in collaboration between Kawakubo and Lobb, Comme des Garçons Parfum Plus creates parfum extrait quality fragrances made with 100% natural ingredients using heritage techniques.

### Comme des Garçons Parfum Plus Poie Noire, Poir Noir

The second step of the public relations campaign is the release of *Soie Noire*, *Soir Noir* alongside the creation of the new sublabel Comme des Garçons Parfum Plus.

Comme des Garçons Parfum Plus *Soie Noire*, *Soir Noir* is the sublabels first release. A take on classic eighties oriental fragrances like Yves Saint Laurent *Opium*, Dior *Poison*, and Guerlain *Shalimar*.

Advertising campaigns for the parfum and release parties will also take inspiration from these eighties orientals with a classic Kawakubo twist

#### Comme des Garçons Parfum Plus Poie Noire, Poir Noir

The perfume an olfactory portal to late nineteenth and early twentieth century Chinese opium dens, with notes of opium, musk, licorice, and incense. Soie Noire, Soir Noir is the first release for their new sublabel Comme des Garçons Parfum Plus headed by Josh Lobb.

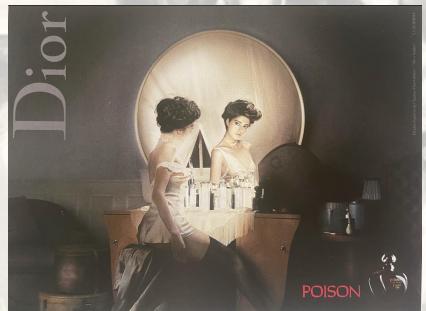
Soie Noire, Soir Noir meaning "black silk, black night" in French, the name is a reference to chinoiserie and ancient chinese silk tapestries which inspired the packaging

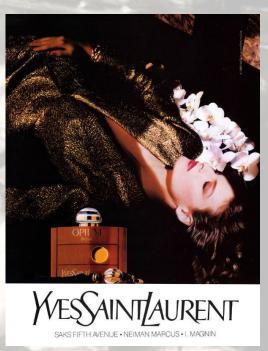
# Bottle and Packaging Moodboard



#### Advertisement Inspiration







# Media Outlets and Social Media Strategy

For this campaign Comme des Garçons promote primarily through owned outlets like their websites, stores, email newsletters, and social medias, and through billboards and "guerilla" wheatpaste posters in metropolitan areas like New York, London, Paris, Beijing, and Tokyo. There will also be sample vials and special invitation sent to prominent customers, celebrities and perfume reviewers.

# Target Audience

The Target audience for Soie Noire, Soir Noir and Comme des Garçons Parfum Plus are fragrance nerds and enthusiasts who appreciate the artistry of fragrance like some appreciate the artistry of clothing. CDGPP will attract the ever expanding faction of niche fragrance fans and sustainable product consumers. Though this could entail anyone, are target would be people in-between the ages of 25-45 with a average-to-above-average income which high emphasis on quality and uniqueness when purchasing things.

# Poie Noire, Poir Noir and Comme des Garçon Parfum Plus Launch Party

The third step in the public relations plan is a touring release party celebrating the launch of Comme des Garçons Parfum Plus and Soie Noire, Soir Noir. This launch party will tour across the world in Comme des Garçons locations and will be open to all, but there will also be specific invitations sent out to frequent customers and celebrities

# Launch Party Media Alert

May 1st, New York, NY – On Sunday May 5th Comme des Garçons will be hosting a launch event for their news sublabel Comme des Garçons Parfum Plus and their first fragrance under this new label Soie Noire, Soir Noir. Soie Noire, Soir Noir is a take on the classic eighties oriental fragrances by the labels co-directors Josh Lobb and Rei Kawakubo. THe party will be hosted at in their flagship store located at 522 w 22 street and will run from 8pm to "late". The party is set to be inspired by the launch parties of the fragrances that inspired the parfum, and will be open to all.

# Who will we reach out to (NEYC specific)

- Mel Ottenberg (Interview Magazine Editor-in-Chief)
- Ariavicho (Fashion Archivist & Influencer)
- Dylan Keoni (Fashion Archivist & Influencer)
- Eugene Rabkin (Owner of Stylezeitgeist)

### Party Tour Poster and Invitations

#### Un Soir Noir Noec Comme des Garçons

Celebrating the launch of Comme des Garçons Parfum Plus Soie Noire, Soir Noir

#### Dates

Los Angeles 5/1 Singapore 5/10 Vancouver 5/2 Beijing 5/11 Toronto 5/3 Shanghai 5/12 New York 5/4 Hong Kong 5/13 London 5/5 Melbourne 5/14 Paris 5/6 Seoul 5/15 Berlin 5/7 Kyoto 5/16 Amsterdam 5/8 Fukouka 5/17 Bangkok 5/9 Tokyo 5/18

# Un Soir Noir Avec Comme des Garçons Celebrating the launch of Comme des Garçons Parfum Plus Soie Noire, Soir Noir

# Party Design Moodboard



## Spokesperson and Influencers

As Comme des Garçons typically does not have spokespersons for their product, this product will follow that same methodology. CDG also does not use influencer marketing so it will not do traditional influencer marketing either. However, it will send out samples and special invitation cards to prominent perfume reviewers, influencers and celebrities who wear CDG, and prominent customers, with the hopes of earning free promotion through them.

#### Poie Noire, Poir Noir Press Release

#### Un soir noir à Comme des Garçons

March 2nd, 2024, New York, NY — Following the release of Comme des Garçons' new parfum *Soir Noir*, the brand will be hosting a launch party to celebrate the newest addition to their fragrance line. Inspired by the launch party of other classic eighties "oriental" fragrances like Yves Saint Laurent's *Opium* and Estee Lauder's *Youth Dew*, the party will be decorated with chinoiserie with the classic Kawakubo twist. The party will be held at the 22nd Street flagship store on Saturday, March 2nd, starting at 9 PM.

The fragrance, the first release for Comme des Garçons newest sublabel Parfum Plus is a take on the classic "oriental" fragrance is made 100% with natural ingredients and is made with an extrait de parfum quality. Meant to smell like an opium den, *soir noir* has notes of opium, licorice, incense, anise, and musk.

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#### Overview of Media

Social media - Owned

In-Store advertisements and displays - Owned

Email newsletters - Owned

Launch party - Owned

Billboard - Paid

Wheatpaste posters - Paid

Social media buzz - Earned

Videos from party - Earned

Perfume reviews - Earned