

# Storytelling



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# Introduction of storytelling

# what is storytelling

Storytelling is the social and cultural activity of sharing stories, sometimes with improvisation and theatrics. And every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values.



# storytelling to a brand

Brand storytelling is how luxury brand frames its identity and it has been imperative in the luxury industry for a long time. Each luxury brand has its unique writing element and writing style to make its own story highly engaging among consumers. Nowadays, these stories appeal to younger audiences as well as older ones if they're written compellingly enough.

# why is storytelling important to luxury brands

## 1. Build Brand Awareness

Storytelling is one of the most eye-catching ways to attract audiences, and the method of storytelling has been used in many occasions. Through storytelling, luxury brands can attract more and more customers and in turn build brand awareness so that the company may someday reach a lofty height as household name status as the luxury brands like Chanel, LV, Cartier and so on.



# why is storytelling important to luxury brands

## 2.Connects with Customers

The emotive qualities of luxury brands storytelling are crucial. Customers will be engaged with luxury brand's stories, emerged into their history, and gradually find themselves more and more invested as they learn more about the stories of the luxury brands, thus consumers will be able to have more emotional connection with the brands.

## 3.Increases Customer Loyalty

Once a customer connects with a brand on a truly meaningful level, their loyalty shoots up. These customers should be willing to stick with the luxury brand for the long haul and may happily recommend products or services from this luxury brand to their friends, family, and colleagues, and that's a effective way to increase the customer loyalty.



# why is storytelling important to luxury brands

## 4. Boosts Sales

According to a report in Brand Total, luxury brand storytelling accelerates a brand's success. Besides being reflected in the brand's higher audience numbers, luxury brands are also expected to see higher sales numbers. The reason is that consumers nowadays expect transparency out of the companies they give their money to, which may derive from the storytelling from the luxury brand.



# Different types of storytelling

Historically, brands from all industries have achieved success telling stories about:

- Their mission statement
- Their legacy or history
- Their founders and employees
- Their culture, collaborators or third parties
- Their events
- Their customers
- Personalities (real or fictional) associated with the brand
- And their products

Brands have also realised that expressing their values and telling stories through third parties and platforms that their audience already engages with is highly effective, so are embracing working with ambassadors and influencers, and branching out to new platforms, such as gaming.

# L'Odyssée de Cartier





# Cartier's 2012

## "Cartier L'Odysee Fantasy Journey"

### Micro film audio and video advertisement

**Cartier's 2012 "Cartier L'Odysee Fantastic Journey" Jaguar 3 minutes and 30 seconds micro-film audio and video advertisement, which combines Cartier's 165-year historical spirit, led by the protagonist Jaguar, travels through time and space through Paris, London, New York, Russia, India and China....**

The 3 minute and 30 second commercial of "Cartier L'Odysee Fantasy Journey" begins with looking through the window of Cartier's head office in Paris, France. Inside the tightly guarded bulletproof glass, there is a jewelry jaguar studded with diamonds and onyx, with all the jewelry on its body. Spreading like gold dust all over the sky, the jaguar leaped through the skylight...but landed on the Russian snow, crossing China with the auspicious golden dragon representing China; the jaguar went to India and met the huge elephant like a mythical beast carrying the majestic architecture of the Indian Royal Palace on its back. .... The idea conveys that Cartier has stepped into important markets around the world, captured the cultures and landmarks of various countries, and cleverly combined Cartier's classic jewelry and watches.

# "Cartier L'Odysee Fantasy Journey"

**Behind the scenes uses jewelry to tell stories**

**Heroine: Cartier's Panther is female and plays the "heroine" of this extraordinary epic story. Since 1930, Cartier has been born with the skillful design of Jeanne Toussaint, the creative director of Cartier. Jeanne Toussaint was even nicknamed "La Panthere", which means Miss Jaguar. The Panther is not only Cartier's most inquired jewelry. In the film "Cartier L'Odysee", the feline Jaguar symbolizes power and freedom, presenting an extraordinary female incarnation who is ready to show off her skills and has the courage to taste and enjoy life.**

**Story: The jewelry world founded by the three Cartier brothers. Cartier has been in existence for 165 years. The three Cartier brothers share the wealth, Louis Louis is in charge of 13 Rue de la Paix, 175 New Bond Street in London belongs to Jacques, and New York's Fifth Avenue in The jewelry store in New York is headed by Pierre. The three brothers share the same love for exploring the world. With this film, Cartier shows for the first time the world imagined through creation.**

**Housewife: The woman in the final scene of The Master of Jewels, played by supermodel Shalom Harlow. Shalom Harlow's sensual style perfectly reflects the charm of Cartier women, like the noble women who collect Cartier jewelry, or like those great women who have participated in the history of Cartier. For example, Jeanne Toussaint.**

# 《 L'Odyssée de Cartie 》 2014



The first four episodes of "The Legendary Journey of Cartier Style" take the audience through the long river of time, telling the story of the brand in detail in each chapter of the film. From royalty, exotic inspirations, animals, classics to illustrious clients, French actor Édouard Baer brilliantly recounts the history of the brand in the 20th century.

## Chapter one

### Jaguar: Zhen. Toussaint

The first person you want to meet is Jeanne Toussaint, who is known as the Jaguar Lady, a legendary woman who set off a revolution in contemporary jewelry. Avant-garde and bold, she created the classic Jaguar series and was the founding director of the Cartier Creative Workshop. The film records how she served as Cartier's artistic director from 1933 to 1970, and how her "Toussaint style" infected countless elite and noble women.



## Chapter two

### Cartier and British style

Cartier and British Style The destination is the Cartier Historical Palace in New Bond Street, London. This place is inseparable from the essence of Cartier style. Learn more about how British eccentricity influenced Cartier's creations, and how the British spirit inspired Cartier's elegance

## Third chapter

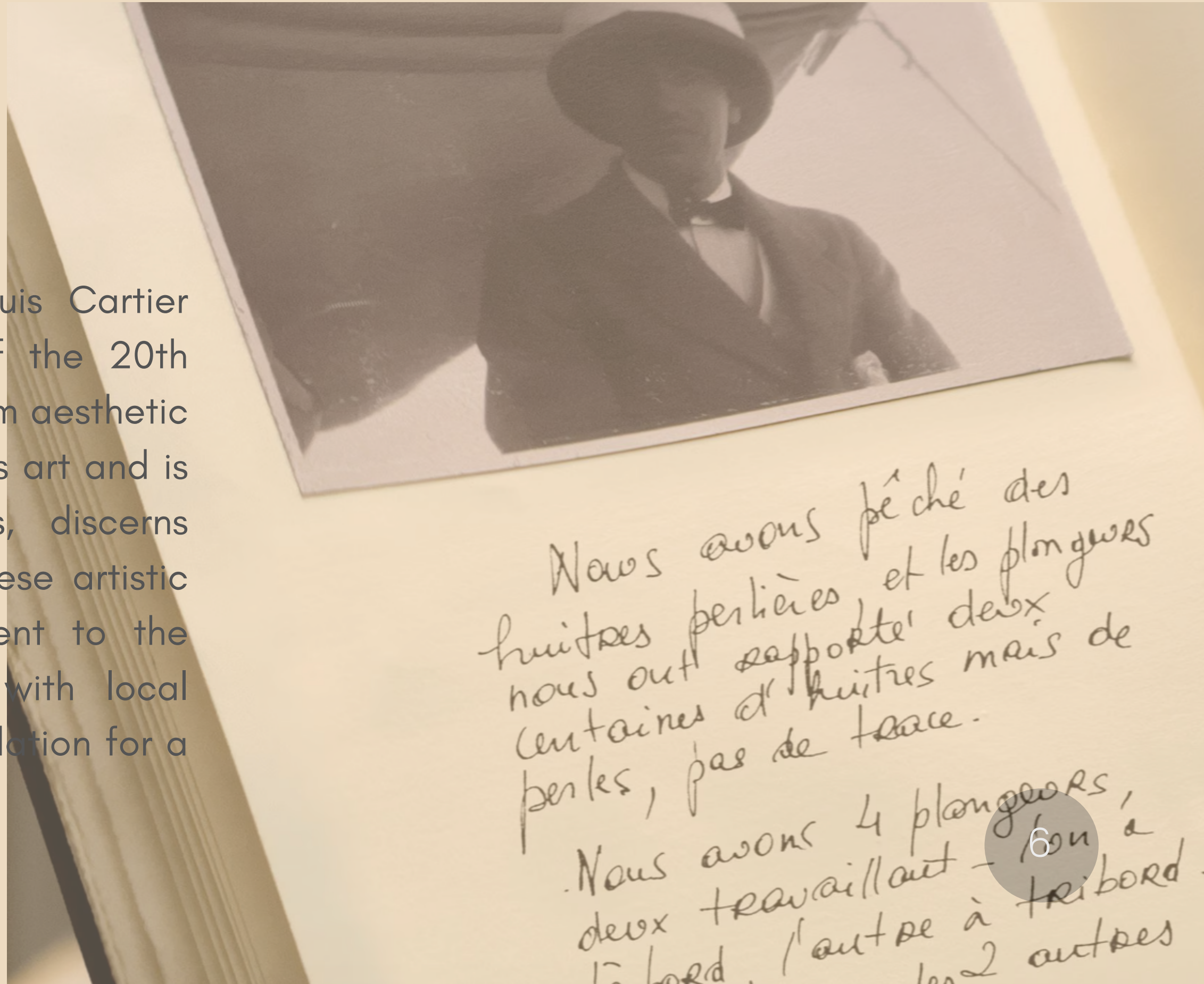
### Cartier and Russian fashion

Cartier and the Russian Fashion Trend In the history of Cartier, Russian elements spanned different eras, creating a deeply influential style wave. As early as 1904, Cartier embarked on a journey to explore Russian customs, savoring enamel craftsmanship, folk headdresses, colored gemstones and new color combinations.

## Chapter four

### Cartier and the Middle East

Cartier and the Journey to the East Louis Cartier explored Islamic art at the beginning of the 20th century. The beautiful encounter brought him aesthetic impact. This passionate collector, who loves art and is full of curiosity about foreign cultures, discerns distinctive style and abstract beauty in these artistic patterns. In 1911, his brother Jacques went to the Persian Gulf in person, communicated with local people for the first time, and laid the foundation for a major style element of Cartier.




**RUCHI**

## **CHANEL N°5**

**The Chanel No. 5 perfume has a legendary status in the world of fragrance and storytelling. The "Chanel 32 Stories for N°5" collection covers various facets of Chanel No. 5's rich history and cultural impact.**

**These thirty-two tales provide glimpses into the enigma surrounding Chanel No. 5. Each story reveals a different aspect of the fragrance's profound impact in art, fashion, and society, from its conception to its progression over time. We'll discover the perfume's impact on popular culture, its harmonious connection with femininity, its recognizable bottle design, and its capacity to captivate hearts for ages through these tales.**



**CHANEL**  
PARIS  
PARFUM

# RUCHI

## THE 32 STORIES



Inside CHANEL Chapter 32 : N°5,  
100 years of celebrity.

N°5. A revolution, a manifesto, a myste...

[chanel.com](http://chanel.com)

1. N°5
2. Marilyn and N°5
3. The Diamond
4. The Jacket
5. Coco
6. Mademoiselle
7. Gabrielle Chanel
8. Coco by Karl
9. CHANEL by Karl
10. The Lion
11. The colors of CHANEL
12. Paris by CHANEL
13. HAUTE COUTURE
14. THE VOCABULARY OF FASHION
15. THE SELF-PORTRAIT OF A PERFUME
16. THE CAMELLIA

17. THE PARADOXES OF CHANEL
18. GABRIELLE, A REBEL AT HEART
19. THE TIME OF CHANEL
20. GABRIELLE, THE QUEST FOR FREEDOM
21. GABRIELLE, THE PURSUIT OF PASSION
22. Deauville
23. Biarritz
24. Venice
25. GABRIELLE CHANEL GOES WEST
26. MASCULINE AS HER MUSE
27. GABRIELLE CHANEL AND THE ARTS
28. GABRIELLE CHANEL AND CINEMA
29. GABRIELLE CHANEL AND DANCE
30. GABRIELLE CHANEL AND DANCE
31. GABRIELLE CHANEL AND MUSIC
32. N°5, 100 YEARS OF CELEBRITY

**These stories span between two and three minutes and provide insightful information about Chanel's history, as well as videos from the brand's past that feature excellent narration and music. They cover every facet of the brand, from celebrity endorsements to women's empowerment to music, dance, and art. These stories transport you on an unforgettable journey and leave a lasting impression. Today, I'll go over three of these stories.**

# RUCHI

## Mademoiselle

"Mademoiselle" depicts Coco Chanel's pioneering spirit in the fashion industry. The story of a young orphan who reinvented herself and became Coco Chanel. In Chapter 5 of Inside CHANEL, discover Coco Chanel's humble beginnings, from her birth in 1883 to meeting the love of her life Boy Capel. This new film unveils the woman behind the legend, who in a stroke of genius transformed the female silhouette. Coco Chanel closed one era and launched a new century of fashion. It depicts her journey from humble beginnings to becoming a powerful figure who challenged social norms of the time. It features her innovative designs that defied traditional fashion constraints by emphasizing practicality, elegance, and sophistication. The story emphasizes her determination to redefine femininity by introducing clothing that empowered women and represented independence and confidence. Overall, the story focuses on Chanel's tenacity and transformative impact on fashion, portraying her as a trailblazer who transformed the industry.



## The Jacket



This tale highlights the fragrance's refinement and timelessness by drawing connections between the bottle design of Chanel No. 5 and the brand's classic apparel. The sleek and minimalist design of the bottle, inspired by the clean lines of a tailored blazer, matches Chanel's iconic elegance, symbolizing sophistication and refinement.

## Marilyn Monroe

Marilyn Monroe's famous statement that she wore only Chanel No. 5 to bed became an iconic part of the perfume's history. While there wasn't an official ad with Monroe during her lifetime, her association with the fragrance symbolized timeless allure and Hollywood glamour. In 2013, Chanel released a commercial featuring Monroe's archived footage, honoring her connection to Chanel No. 5 and highlighting its enduring elegance.



## The Impressions of Chanel No 5

**Innovative Spirit:** Chanel is a brand that isn't afraid to break rules, as evidenced by Chanel No. 5's revolutionary design and ongoing success.

**Glamour and Prestige:** The brand's attraction is strengthened by its affiliation with prominent individuals and celebrities, which fosters an aura of exclusivity, glamour, and prestige.

**Cultural Icon:** Chanel is regarded as a cultural icon due to the fragrance's lasting significance and deep influence on popular culture and fashion.

**Feminine Empowerment:** Chanel No. 5's celebration of femininity, which defies conventional standards of beauty, is consistent with the brand's mission to uplift women and value their uniqueness.

**Versatility and Adaptability:** Chanel's adaptability and capacity to remain relevant in the face of changing times are highlighted by the fragrance's capacity to change while retaining its classic essence.

# Rolls-Royce Motorcars

“Inspiring Greatness”



# Rolls Royce Motorcars - Introduction

## Rolls Royce Motorcars

I think the brand that comes to mind when we talk about automotive excellence can be Rolls-Royce. The Rolls-Royce brand of English origin was created in 1904. The brand sells approximately 5,500 vehicles annually (a figure that is constantly increasing).

## Rolls Royce iconic models



Rolls Royce **Phantom**



Rolls Royce **Ghost**



Rolls Royce **Wraith**

Rolls Royce **Cullinan**



# Inspiring Greatness

*“A series celebrating those who embody excellence and craft extraordinary” – Rolls Royce*

**Rolls-Royce** a chosen to create **23 short episodes (around 2-3 minutes each)**, grouped into chapters, that explain the behind-the-scenes and, overall, what needs to be understood about the brand. They cover everything the brand highlights, how to express it, the values, the personalities that represent these values well, the production process, and more broadly, the **entire artistic universe associated with the brand.**

*“Limits are meant to be pushed and boundaries redrawn. In recognition of those who shape the world around us, Rolls-Royce presents an anthology of aspirational stories highlighting extraordinary ambition and distinguished achievement. For these are the prized hallmarks that define the Home of Rolls-Royce in Goodwood.*

*Join us as we celebrate exceptional individuals, ideas and endeavours, aiming to inspire a new wave of icons on their ascent towards greatness.”*

# Inspiring Greatness

## Improving storytelling by chapter

### CHAPTER 1 : MASTERS OF CRAFT

*"For some, the restless pursuit of exceptionalism is a never-ending quest. Meet the rare, ambitious few who continually strive for perfection in their craft."*

In the first chapter consists of 4 videos, composed they introduce the series by presenting 2 artists, the photographer & director Rankin and the process / story to build a car. Through these episodes, Rolls Royce wants to erase the car and product vision and show the artistic part of the brand. How they designed the new Spirit of Ecstasy and where they take inspiration in order to deliver this art part.

**In this first chapter, Rolls Royce aims to convey a primary value: the perfection embodied by the cars and, like a unique artist, something that no one else can attain.**



*Video n°4 : RANKIN*

# Inspiring Greatness

## Improving storytelling by chapter

### CHAPTER 2 : THE FINAL CHALLENGE

*“Join award-winning photographer and explorer Cory Richards as he traverses the globe's most challenging terrain in a Rolls-Royce Cullinan. How will Cullinan rise to the occasion ?”*

This second chapter is about Cory Richards, photographer and explorer. He first present his vision of the world, his values and how he loves to explore the world with this luxury heavy SUV, through the many episodes. His aim is to provide to customer the story of Rolls Royce, with the photography and how is it difficult to build the Rolls Royce special feeling.

**In this second chapter, Rolls Royce demonstrates how the experience is built, how the unique Rolls Royce experience is crafted. Cory Richards brings authenticity and legacy through his extraordinary adventures.**



*Video n°5 : Cory Richards*

# Inspiring Greatness

## Improving storytelling by chapter

### CHAPTER 3 : INDIVIDUALS OF EXCELLENCE

*“Those who break from the standard narrative and envision a new way forward.”*

This third chapter is dedicated to 4 specific profiles / Artists. They give to the brand their expertise and value, how to become excellent. They, each, give their definition and their thoughts about Greatness, what does it mean/represent according to them.

**In this part, all these artists are related to the Brand and a comparison between the Rolls Royce cars and the artists. Exactly like the brand could provide a unique different car and experience which was made with the heart as an artist does. It provides to the brand authenticity and legacy.**



*Episode n°12 : Charlie Siem*

# Inspiring Greatness

## Improving storytelling by chapter

### CHAPTER 4 : BEYOND LIMITATION

*"Highlighting those who are courageously pushing the boundaries of possibility."*

In the first chapter consists of 4 videos, are the story of 4 talents which are describing what makes Rolls Royce what it is. Why do Rolls Royce crosses their life and are according to their story, values and fit the inspiration of the Brand.

**How do they get the value and how do they give them to go further with the Rolls Royce brand. Why do they take part of the brand history and why do they want to build the future with the brand. The brand is explaining its history, what are they motivations and through these particulars profile, how do they believe in going always "beyond limitation".**



*Episode n°16 : Joseph Kahn*



# Inspiring Greatness

## Improving storytelling by chapter

### CHAPTER 5 : THE VOICE OF THE MAKER

*"Showcasing savoir-faire at the Home of Rolls-Royce in Goodwood."*

The last episode is about the knowhow of the brand. This video shows you that every Rolls Royce car is an unique object and only this brand can build such a luxury car with that many details. Creating a car is a real full story with many handcrafted parts. At all, we get the impression that your car fit your personnality and your beliefs, which is really unique. Your Rolls Royce for your specific life.



*Episode n°23 : The Voice Maker*

### CONCLUSION

**All these discussions, interviews and video deal with the definition of greatness. They want us to understand that you just have to create your definition of greatness with your Rolls Royce. It's not about car, it's about feeling, sensation, history and mainly Rolls Royce UNIQUE EXPERIENCE.**