

Laura Biagiotti
ROMA

*a new advertising campaign
for an iconic fragrance*

Rome forever. With its millennial history and endless variety of monuments set like precious stones between earth and sky in verdant greenery caressed by the gentle breeze from the sea, Rome – the Eternal City, world capital and home of great passions – is the ideal backdrop for the most beautiful love stories.

This place of unparalleled beauty and vastness is the location for the episodic film and photographs for the advertising campaign of the iconic Laura Biagiotti Roma and Roma Uomo fragrances.

The five stories were shot in different moments of the day with couples differing in appearance, attitude and age. Each episode tells one of the many ways to fall in love in Rome, which is the most romantic and passionate city on earth. The backgrounds, lighting and characters may change, but everyone is wearing Laura Biagiotti clothes and the soundtrack is always *Tutta colpa mia [All My Fault]*, the beautiful song by Elodie who appeared in the latest San Remo Song Festival in Italy. This story about love, the fragrance and the city concludes with a kiss between the two protagonists.

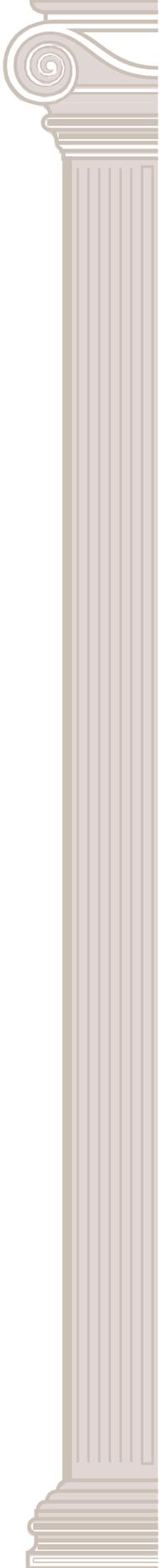
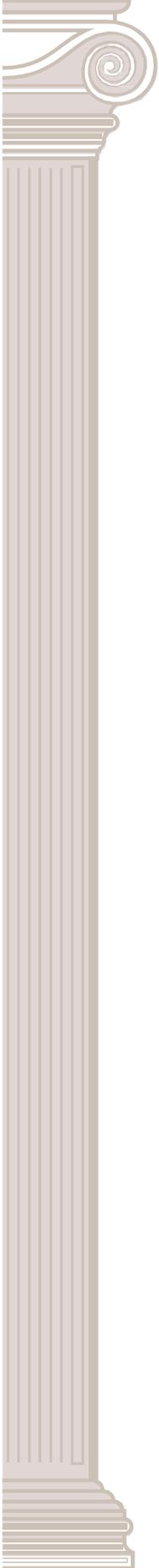
Museo della Civiltà Romana, Roma

laurabiagiottiparfums.com



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the 5 stories of Rome

1. THE BRIDGE BETWEEN YESTERDAY AND TOMORROW

Outside, daytime, on the bridge of Castel Sant'Angelo. A man and a woman cross paths, recognize one another and approach so they are almost touching. In the end, they decide to walk together. They are a consolidated, mature couple. This episode – the only one shot in black and white – creates a sort of link with the previous Roma campaign set in the same location. The atmosphere is warm and sensual, yet reassuring.

2. PILLARS OF LOVE

Outside, daytime, a couple in their thirties plans to meet at the colonnade of the Museum of Roman Civilization. When he arrives, he does not see her observing him from behind a column. Both are gorgeous people. As he looks for her, she sneaks up behind him and then elegantly comes forward. At this point, the director takes a splendid panoramic shot of the columns that create contrasts of light and shadow able to replicate the dizzying feeling of falling in love.

3. LARGER THAN LIFE

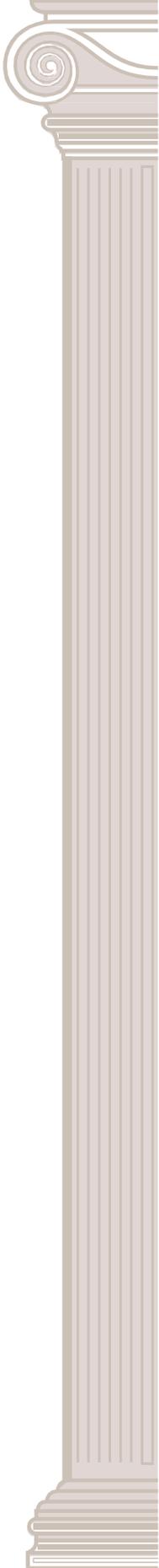
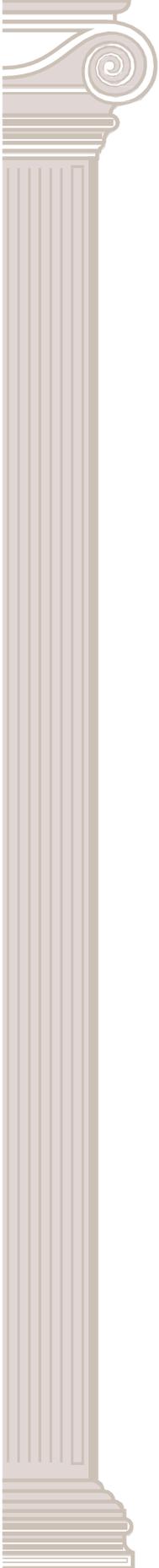
Outside, daytime, at the Stadio dei Marmi [Stadium of Marble Statues]. The story begins with a close-up of the gigantic marble foot of a statue, then of a carved arm showing the ravages of time, a bent knee, and finally the open hand of the stone athlete. A girl admires the elegance of the statues, not realizing that a boy has been observing her all this time. He smiles at her. He hesitates ever so slightly, so the kiss that everyone expects never occurs.

4. THE CITY IS OURS

Outside, dusk, on a narrow street of the Trastevere district: the couple goes to dinner after spending the afternoon together. The passion between them is evident, even though they barely touch. Trastevere seems empty, leaving them alone with their love. She gently approaches him. He grasps her and holds her close in a romantic embrace.

5. THE KISS

Outside, night, on a narrow street of the Trastevere district: the couple leaves the restaurant where they just had dinner. Their eyes lock. Finally, the long-awaited kiss, as necessary as love, arrives. Passionate and intense, it makes their souls soar. The two kiss under the moonlight. We are in Rome, the city where love is in the air that makes you fall in love with every step.



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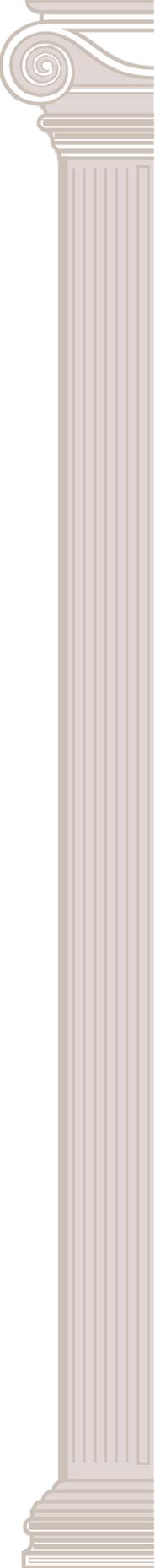
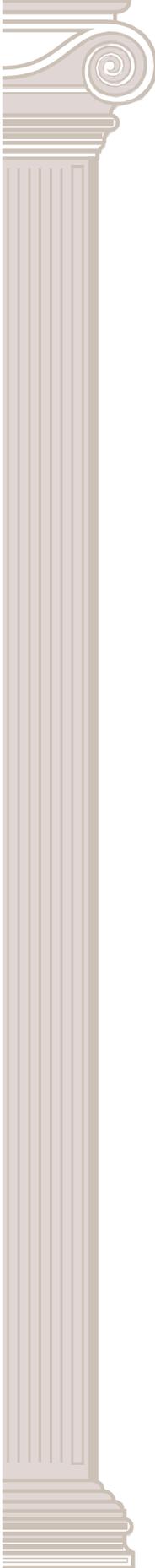
an episodic film, an italian story

The idea of an episodic film is another tribute to Rome, or better to Cinecittà, the "Hollywood on the Tiber" where the adventure of Italian comedy films first began.

The first brilliant example of this particular cinematic style, which in some ways anticipates the sitcom format, is "L'amore in città" [Love in the City] shot in 1953 by directors Carlo Lizzani, Michelangelo Antonioni, Dino Risi, Federico Fellini, Francesco Marchi and Alberto Lattuada. The project by Cesare Zavattini did not use professional actors because it was a series of short documentaries based on different topics. It was a milestone in Italian cinema that anticipated the documentary film trend by half a century.

Another cinematic masterpiece arrived ten years later: "L'amore a 20 anni" [Love at twenty], a collective film of 1962 with five episodes shot by five directors of different nationalities: Shintaro Ishihara of Japan, Marcel Ophüls of Germany, Roberto Rossellini Jr. of Italy, François Truffaut of France and Andrzej Wajda of Poland.

In 1968 it was the turn of "Tre Passi nel Delirio" [A stroll through delirium], with three episodes based on stories by Edgar Allan Poe directed by Roger Vadim, William Wilson and, again, Fellini. The actors were also giants: Jane and Peter Fonda, Alain Delon and Brigitte Bardot, Terence Stamp and Salvo Randone.



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the photographer - film director

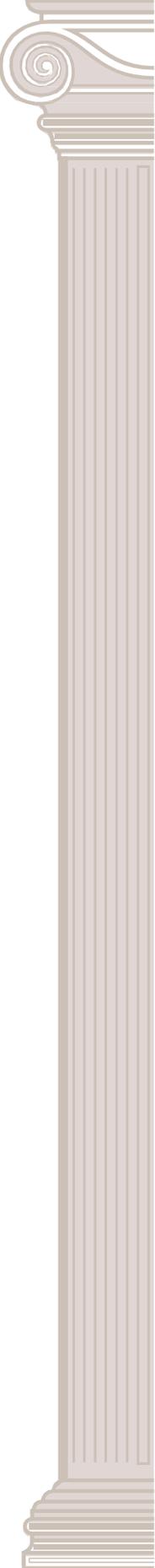
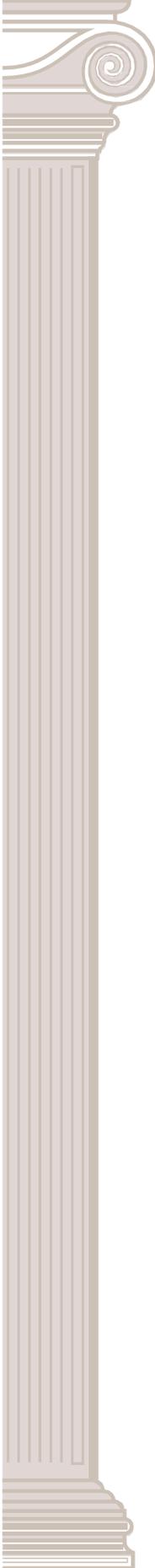
Lima-born Mariano Vivanco traveled the world with his family already at a very young age. Inspired by the likes of Edward Steichen and Horst P. Horst, Vivanco moved to London in 2000 to pursue a career in fashion photography. Since then, Vivanco has become one of the world's leading editorial photographers.

Mariano Vivanco has published numerous books, including "Ninety Five Chapel Market", which is a great example of his daylight portraiture work shot with film. Three of his portraits, including one from this book, are in permanent collections at the National Portrait Gallery in London. His most recent "Portraits Nudes Flowers", published by Damiani Publishing, is a retrospective of Vivanco's past fifteen years photographing some of the world's most important faces in fashion, a collection of nudes, and a new flowers series.

In 2015 Vivanco was asked to be part of the Condé Nast "Vogue: Like a Painting" exhibition at the Thyssen-Bornemisza Museum in Madrid.

Currently represented by the Bernheimer Fine Art Photography Gallery, Vivanco's work has been shown at several art fairs around the world.

Vivanco has always embraced social media, which with his strong Internet following has steadily increased his fan base. He has been named one of Business of Fashion's Top 500 People shaping the global fashion industry.



Laura Biagiotti
ROMA

credits

The fragrances:
Laura Biagiotti Roma
Roma Uomo

Photographer and film director:
Mariano Vivanco

Interpreters and models:
Alizé Barange
Leandro Lima

Styling:
Simone Guidarelli

Make-Up Artist:
Niki M'Nray

Hair Stylist:
Noelia Corral

Production:
Marabini-Baiocchi

Video Crew:
Videohead

Music:
Tutta Colpa Mia

(O. Angiuli / E. Marrone / G. Pollex / F. Cianciola)

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