

la prairie
SWITZERLAND

LA PRAIRIE REVEALS
ITS STORY THROUGH
A NEW FILM



A GLIMPSE OF TIMELESS BEAUTY

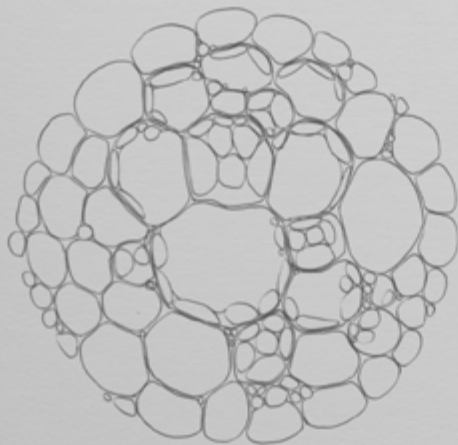
Swiss luxury skincare brand La Prairie will debut its new film shortly. The two-minute video, shot on location in the Swiss Alps and on the shores of Lac Léman, highlights the Brand's quest for timeless beauty. It underscores not only the Brand's innovative, pioneering spirit in the world of skincare but also its willingness to break the rules in the world of art.



TRANSCENDING TIME

"This film is decidedly different from a typical Brand film, which was a deliberate choice," explained Greg Prodromides, Chief Marketing Officer of La Prairie. "We are an audacious Brand, one with an intrinsic link to art, so we chose to tell our story in a unique way – one that transcends time, just as our Brand does," he added.

CELLULAR COMPLEX



SWITZERLAND IN FOCUS

Throughout the film, the viewer's sense of time is challenged. It remains ambiguous if its structure is linear – if it is set in the past, the present or the future. Breathtaking images of the Swiss landscape – soaring peaks, rushing water, glistening rock, all captured with the help of Switzerland's most expert mountain guides during helicopter-driven shootings, take the viewer on a riveting journey to the birthplace of La Prairie, a place where time stands still. Drone-captured images of the original Clinique La Prairie emphasise the Brand's rich heritage. All of this stunning exterior footage is interspersed with studio shots that underscore La Prairie's new, highly aesthetic artistic direction.



AUDACIOUS AESTHETICS

The score, an original composition commissioned expressly for the film, is at once Classical and Contemporary in its inspiration, echoing the film's timeless vision. The voiceover was written for the film and performed by award-winning poet Ladan Osman. "In writing this script for the film, I intentionally sought to emphasise the ambiguity of the narrator, of the passage of time," said Ms. Osman. "The images, colour palette, music, narration, editing – all of these elements come together to express the timelessness of La Prairie through the prism of art," said Mr. Prodromides.



A STORY, A HERITAGE

Six months in the making and developed by the in-house Creative Directors David Naouri and Gilles Esteve, the film is the culmination of much introspection on just what La Prairie's story is. "Our quest for timeless beauty is our heritage, but it is also our future," said Mr. Prodromides. "With this film, we hope to express the values on which that quest is based – Swissness, luxury and innovation. In incorporating an inspired and inspiring aesthetic, we feel this film elevates our story to a legend – the Legend of La Prairie," he added

The new La Prairie Brand film will be made available exclusively on web platforms and at La Prairie points of sale.



ABOUT LA PRAIRIE

La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavours to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art

