

WOMEN'S FASHION

Beauty | Marc Jacob's Daisy Eau So Fresh

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In Beauty, we report on the season's most desired beauty products and related happenings



Inspired by Marc Jacob's new 2011 fragrance Daisy Eau So Fresh, Brooklyn-based couple, design duo Pamela Reed and Matthew Rader of [Reed + Rader](#) came up with this film exclusively for AnOther. The pair frequently mix still photography, film, animation, and interactive elements and have incorporated an arts and crafts feel here by using handmade props whilst filming and editing digitally. Their paper robotic arms, which clasp the three elegant perfume bottles, are the main focus of the film, transforming model Martyna from a lifeless mannequin into a lively and vibrant spirit in just one light spray of the scent. Here we speak to Reed and Rader, uncovering the intentions behind the film.

What are your influences and inspirations for this project?

Technology is our biggest inspiration in life, in work. The film's main idea is about using technology to become greater than oneself. Whether it be computer technology or, in this case, perfume, we are adding layers to our existing world to become something more. The robotic pieces transform her; it's almost as if they turned an "on" switch. She becomes frantic, but enjoys it once sprayed with the perfume: when they turn off she becomes lifeless once again. She can't live without the interaction of them and becomes greater because of and through them.

What elements of Daisy Eau So Fresh did you want to highlight and put across to the viewer?

The bottle is very clean and feminine so we wanted to highlight these ideas but then bring it into our world —something slightly darker, more dramatic and frantic. When you first view the short piece you just see beautiful Martyna, then you realise she has another side to her.

Although produced digitally, you bring in a very tactile feel to the film with your handmade props — why did you decide to combine the two?

We really like to mix mediums — if we can attempt to create a world, making props in reality instead of digitally, we will try doing it. We love the appearance of mixing something clean with something very arts and crafts looking. Props play a heavy role in our work, I think it helps us really push the idea of the character and scene, it tells something greater than just who the subject is.

What model qualities made you cast Martyna for the main role?

We have worked with Martyna in the past and knew she could take direction well and transform into this role. When we cast we really look for the ability to take on a character and not be afraid to act out.

What look and feel did you hope to channel through the aesthetic and styling?

We wanted a simple look, but with something added to give it that usual quirk and style that we really like. We worked with the stylist to think of ways to mimic the bottle's appearance on the model — making her a part of it.

What do you hope your film gives off to viewers?

We hope it makes them smile, or frightens them: either is a good reaction.

If you could describe this film in one line what would it be?

Become greater than oneself through technology.

Credits:

Director: Pamela Reed + Matthew Rader

Sound: Erik Braund

Stylist: Aki Maesato

Make-up: Lottie @ Atelier Management using Illamasqua

Hair: Saya Hughes

Model: Martyna at Women-Direct

Text by Lucia Davies

Lucia Davies is a London-based journalist and graphic designer. A regular Contributor to Dazed Digital and the AnOther website, she has also written for titles that include Dazed & Confused and Twin magazine.

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