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BEAUTY

Can Perfume Be Anti-Establishment? John Galliano Says Yes

BY HANNAH COATES

24 OCTOBER 2019



What is the smell of non-conformism? For centuries we've been taking to the streets in protest, and yet we've never once explored it – until now. The anti-establishment spirit is what the ever avant-garde John Galliano, Maison Margiela's creative director, wanted to bottle with Mutiny, the brand's new fragrance. Billed as a manifesto for our true identities, it has notes of tuberose, warm leather, pink pepper and orange flower and, we can confirm, non-conformism smells really quite good.

While most fragrance campaigns adopt the tried-and-tested face of a household name, Margiela has, of course, done things slightly differently. Assembling a crew of 'mutineers' to interpret the scent on film, Galliano and his team encouraged them to think outside the box and do what they do best, rather than setting out specific

requirements – a rare brief given how important the content surrounding a big campaign launch such as this is for sales.

But these aren't your average mutineers. Ranging from Jazzelle Zanaughtti (of @uglyworldwide) and Nadia Lee Cohen (@nadialeelee) to Corianna and Brianna Doston (@cocoandbreezy), every member of the Mutiny crew is as cool as they come, with big followings and forward-thinking, creative ways of approaching life – a quality that shines through in the videos they produced.

Read more: [*Will The Fashion Elite Now Smell Like... Rain?*](#)

Here, some of the mutineers discuss their video concepts with *British Vogue*:

Jazzelle Zanaughtti: @uglyworldwide



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#MyMutiny – a film by @uglyworldwide

@3RDSOL identified five artists, who perfectly personify multi-faceted values of diversity and individuality, and invited them to be the protagonists of five short videos, in which they were given carte blanche to express what it means to be a mutinist.

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“My goal when I created the film was to create something that was raw and unfiltered, and the first thing I did was have a conversation with a friend about what mutiny really means. There is the forced rebellion and metamorphosis of an angsty teenager against their parents, and then there is the natural metamorphosis of a caterpillar transforming into a butterfly – that idea sparked me to think about when my own rebellion against everything I had been taught began.

”

“In the film I state ‘in filth it is found’, but by filth I didn’t mean the underground culture I really found myself in, but the cookie cutter, stereotypical, religious society that I lived in as a child. It was the filth of a society that told me that... change was not an option; the society that told me how to identify, how to look, how to act, and who to love. This is filth that I am grateful for, because it birthed my mutiny – society pushed me to the edge with all the rules and regulations... Like a caterpillar, I just cracked and was reborn.

“This video is a glimpse into a world that I have built from scratch – I feel free to be whoever I want to be and do whatever I want to do – John and all of his work has always displayed just that. He shows the world time and time again that you can create your own fantasy and be whatever you want.”

Corinna and Brianna: @cocoandbreezy



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#MyMutiny – a film by @cocoandbreezy

@3RDSOL identified five artists, who perfectly personify multi-faceted values of diversity and individuality, and invited them to be the protagonists of five short videos, in which they were given carte blanche to express what it means to be a mutinist.

Director: @anthonyprince_

Co-Directors: @cocoandbreezy

Art Director: @ashleycimone

Music: @zakleever

Producers: @equatorproductions

Makeup: @lbcharlesbeauty

Executive Producer: @Trudybellinger at @3rdsol

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“It was so important for us to be transparent about our story. In the life that we live today, with social media, people only hear the glossy side of stories. We wanted to reflect in our video that, as twins, we are best friends and business partners and

share a special bond and unity. It was important for us to share the part of our story where we made non-conformist decisions, because we wouldn't be where we are today if we conformed to what society says we should have done.

“John Galliano’s non-conformist ethos lives through it – we have always lived our lives this way and believe in stepping outside of the box and taking those risks, creating our own rules. We had a lot of freedom to be as creative as we wanted and partnered up with our friends Anthony Prince and Ashley from Equator Productions to co-direct and art direct. They helped us really pull things out that were true to us and what we were trying to say.”

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