

AROUND ABOUT

An afternoon of folly launches Dolce Vita with élan

Parfums Christian Dior Canada's general manager Roger Forcier and communications director Danielle Pépin invited the media to enjoy a delightful afternoon at Toronto's King Edward Hotel in early June to celebrate the launch of Dolce Vita, Dior's newest fragrance for women.

After socializing over champagne, guests gathered to listen to the requisite presentation about the virtues of the product. To everyone's surprise, what they got was a very well-staged, mock argument between Forcier and Pépin.



ABOVE: Top row: Roger Forcier, left, and Danielle Pépin. Bottom row: Alain Leclerc, left, Alessandra Gatti, Eileen McPherson, Tami Cartman and Caroline Dorval.
LEFT: The entertainment troupe.



Pépin bemoaned her lack of *joie de vivre*, her general *malaise*.... Forcier at first responded with annoyance at the inappropriateness of her remarks, then solved her problem. All she needed was to slow down, relax, allow a touch of folly into her life; in short, a little Dolce Vita.

After all this, two tiny ballerinas urged guests into a room decorated in a fantasy

of yellow and black (Dolce Vita's signature colours), with a stunning bower-like centerpiece flanked by three huge golden mythical sea horses.

The general atmosphere of folly was enhanced by a troupe of stylized clowns reminiscent of Italy's *Commedia dell'arte*, but with a decidedly devilish French twist. This totally charming group circulated

throughout the room, offering irreverent observations and cheeky remarks on everything from guests' appearances to their love lives, real or imagined.

And, speaking of folly, if you've never seen a white-faced clown in a bright yellow pant-suit outfit, topped by a black crinoline form, tap dancing to a '40s big band orchestra recording, you have no conception of what folly is all about. She was pretty good, too.

Adding to the fun were two caricaturists and a mysterious black-robed tarot card reader.

Needless to say, the spirit of Dolce Vita was brought vividly to life by all the antics; and the fragrance smelled great when it was carefully sprayed onto willing wrists by the tiny ballerinas.

— Alix Fuller