

LA MER

‘Essence of Youth, Beyond Fantasy’ TVC Script :30

A card reads: Jay Chou for LA MER

We open in a vast, almost empty white studio, resembling a modern art museum. It's not completely white but is punctuated with a few pillars and interesting architectural elements that lend it character.

At the centre of this expansive area is a stage with an LED screen, curving seamlessly from the floor up to the back. An avant-garde installation. Dark and still.

Suddenly, the screen lights up, revealing the Jay Chou at its heart. Sometimes he speaks to camera, but other times he looks off screen, into the distance, or closes his eyes.

JAY: Youth is more than a fantasy.

The combination of an LED screen and projections onto Jay Chou display mesmerising, dramatic, and artful images of the sea in colour and black and white.

JAY (VO): Youth is in always wanting to be better...

Ocean waves crash against rocks.

JAY (VO): ...in passion, in persistence...

Macro shots of the natural intricate patterns of mineral elements.

JAY (VO): ... in transforming inner energy into actions.

Stunning, almost otherworldly, volcanic black sand beaches.

Each striking backdrop emphasising the grandeur, purity, and essence of nature.

JAY: Youth is condensed into my reality. Every time I look back, I know I've become the person I've always aspired to be. This is my essence of youth.

LA MER THE TREATMENT LOTION

ESSENCE OF YOUTH

#Youth is more than a fantasy

‘Two Hearts, On Infinite Love’ TVC Script :15

Orange sunlight pours into the sparse white room. The two Jay(s) sit on wooden chairs facing each other.

Super: Is love a journey or an adventure? Experience infinite love with Jay.

Jay 1: Love begins at sunrise.

Jay 2: But romance begins at sunset.

Jay 1: Gradually refined like a Great Work of Art.

Jay 2: Like a Fun Fair with surprises at every corner.

Jay 1: It's filled with passion.

Jay 2: It feels like a tornado.

Jay 1: With no secrets.

Jay 2: No excuses.

Jay 1: It starts at home.

Jay 2: But takes you to places you've never been.

Jay 1: Bring La Mer's The Moisturizing Cream on this journey.

Jay 2: Bring La Mer's The Rejuvenating Night Cream on this journey.

Super: La Mer's limited-edition Valentine's Day gift box. Two Hearts. One Infinite Love.