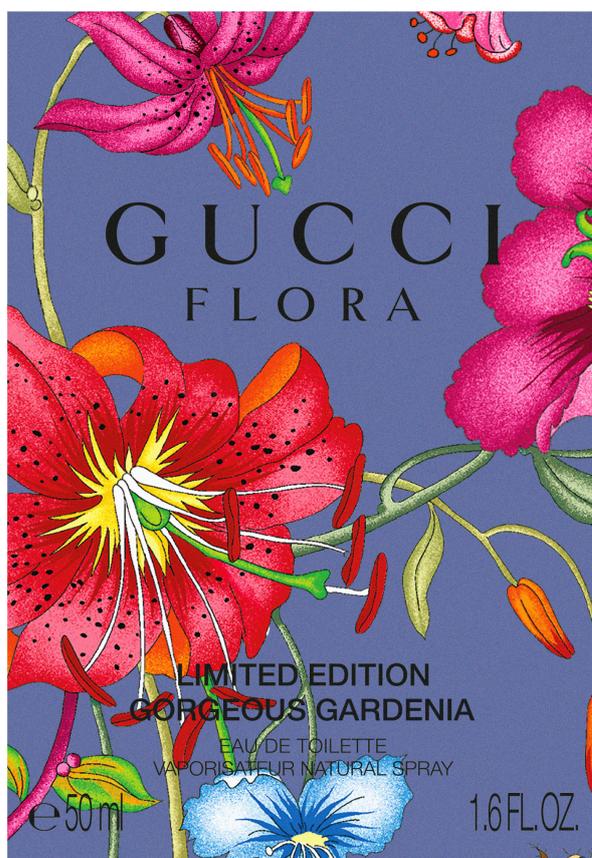


Gucci goes floral in new lavender limited edition fragrance



The lavender-colored Gucci Flora Gardenia Limited Edition fragrance comes in a collectable bottle expressing modern sensuality

Gucci's new Gucci Flora Gardenia Limited Edition fragrance hit the international travel retail shelves on July 1.

The Italian fashion house's popular scent is presented in a collectable new colored bottle expressing modern sensuality.

The untamed beauty found in nature at springtime inspired the new, limited edition Gucci Flora Gorgeous Gardenia bottle design and packaging, which pay homage to the color lavender.

Opening with red berries, the feminine fragrance gives way to a floral heart. The white gardenia petals are enhanced by the creamy warmth of frangipani flower, and underlaid by the aroma of patchouli and brown sugar.

An expression of modern sensuality, Gucci Flora Gorgeous Gardenia is newly presented in a limited edition painted opaque lavender-hued bottle, to signify vitality. Housed in a hexagonal-shaped flacon to reveal the brilliance of the color, it is offset by black Gucci lettering and a refined narrow black bow.

Inspired by the brand's Flora pattern, the scent is encased in a lavender colored box showcasing the whimsical flower and insect motif first created by Vittorio Accornero for Princess Grace of Monaco in 1966. A core expression of Gucci, the pattern symbolises new life, femininity and sensuality.

New ad campaign

The limited edition scent is captured alongside the full Gucci Flora line in a new advertising campaign for 2020, shot by artistic French duo Pierre et Gilles in their photo-painting hybrid style.

Peppered with references of iconography, art history and pop culture, the pair have created a fantastical celestial environment.

Gucci model Unia Pakhomova takes centre stage, surrounded by twisting vines and pale roses, as she lounges in a scene redolent of an ancient era.

In another shot, the fragrance family rests upon a distinctive grey stone column, while the 2020 limited edition can be found atop an otherworldly white pillar against a delicate pink background filled with sparkling fairy lights and soft flower arrangements.

The fragrance is available in two sizes, 50ml and 100ml, and the recommended retail price is €59 for the 50ml and €83 for the 100ml.