

Marc Jacobs unveils latest seasonal collection of its Daisy portfolio



Capturing the airy essence of nature and the innocence of spring, the Daisy Spring Limited Edition creates a refreshing experience that transports the user to an idyllic world of blooming daisies and lush greenery

Inspired by the feeling of a care-free spring day, Daisy Marc Jacobs Spring features three sparkling scents in shades of green and pink. The brand uses three words to describe the seasonal limited-edition collection of its #MJDaisy fragrance portfolio: fresh, uplifting and vibrant.

Capturing the airy essence of nature and the innocence of spring, the Daisy Spring Limited Edition offers a seasonal twist on the Classic Daisy fragrances. Each fragrance highlights an unexpected green ingredient with a feminine burst of pink, creating a refreshing experience that transports the user to an idyllic world of blooming daisies and lush greenery.

The following is a list of fragrances from the offering:

Daisy Marc Jacobs Spring Limited Edition

Inviting bursts of pink rosebuds and rosewood blossom create a feeling of elegance, while green cardamom adds a spicy texture

Top: green cardamom

Mid: pink rose buds

Base: rosewood

Daisy Marc Jacobs Eau So Fresh Spring Limited Edition

Green tea blossom and matcha create a sense of comforting freshness, complemented by a bright burst of pink pepper

Top: pink pepper

Mid: green tea blossom

Base: matcha tea accord

Daisy Love Marc Jacobs Spring Limited Edition

Delicate pink peony is wrapped in the sweat and creamy smoothness of fig and fig milk

Top: fig

Mid: pink peony

Base: fig milk accord

Fragrance house: Firmenich

Perfumer: Alberto Morillas



Complemented by a bright burst of pink pepper, Daisy Marc Jacobs Eau So Fresh Spring Limited Edition consists of green tea blossom and matcha tea accord

An extension of the seasonal twist, the Daisy Spring Limited Edition bottles are re-imagined in fresh green tones and accented with a palette of delicate pink touches. The iconic daisy caps are adorned with the gold accents of the Classic Daisy bottles and a unique combination of translucent green and pink petals that bend to the touch.

Bottle design: Marc Jacobs in collaboration with COTY

Shot by photographer Zoë Ghertner, the Daisy Spring print advertising features the limited-edition collection laying on a crisp, white blanket. The sun is shining, bathing them in a warm light. The campaign highlights the happy and optimistic mood of a spring day by replicating a picnic in the middle of a daisy field.