

New Gucci Guilty fragrances celebrate liberty

By **Hibah Noor** on January, 15 2019 | Fragrances, Cosmetics, Skincare & Haircare



The protagonists in the new dual-gender Gucci Guilty campaign are Los Angeles citizens, actor and musician Jared Leto and singer-songwriter Lana Del Rey

The new Gucci Guilty signature fragrances for men and women revel in the notion of men and women who are truly liberated.

Described as a modern declaration of self-expression and fearlessness, the

#ForeverGuilty campaign presents the story of two individuals who live completely free from life's expectations, their connection natural and at the same time crazy and eccentric, according to Gucci.

The protagonists in the new dual-gender Gucci Guilty campaign are two distinctive Los Angeles citizens. Academy award-winning actor and musician Jared Leto returns to the Gucci Guilty story, joined by singer-songwriter Lana Del Rey.

In the campaign, the singer is glamorous and ethereal, a counterpart to Jared Leto's freewheeling spirit. They play two individuals who live their life and love outside of social conformism, captured in contrasting familiar Americana scenarios.

The campaign was shot by Glen Luchford, visiting Hollywood landmarks and quintessential American places, including scenes in a motel, the car, the laundromat and a diner, where Courtney Love makes a cameo turn as a waitress. The famed cemetery Hollywood Forever also appears as a backdrop.

The location inspired Creative Director Alessandro Michele and lends its title to the campaign's name #ForeverGuilty.

The Gucci Guilty Pour Femme edp is reborn as an oriental floral that brings richness to the original edt. The main ingredients are mandora, pink pepper, lilac and patchouli.

The top note has citrus notes of mandora, a fruit found in the Mediterranean island of Cyprus, smoothed out with natural bergamot and pink pepper. The heart defines the scent's new complexity. Lilac is contrasted with rosy and violet notes and layered with geranium oil to create a nuanced and individual floral blend. Patchouli oils, patchouli coeur and patchouli oil micro-distillation combined with ambery notes make the fragrance linger.

An aromatic fougère, Gucci Guilty Pour Homme opens with the piquant spice of pink pepper, mixed with invigorating Italian lemon. At the heart, the non-conventional fragrance uses orange blossom absolute, a scent traditionally used in female fragrances and known throughout history as a symbol of romance and innocence.

White floral with honey tones enriches the other heart notes, neroli and French lavender. Patchouli develops with hints of leather, green, woodiness and incense-like qualities. The drydown is intensified with rich cedar wood.

New codes of sensuality are formed in the tall, slender bottle shapes, Gucci said. Redesigned to echo the same silhouette as the men's fragrance, the Gucci Guilty Pour Femme bottle reflects the equal standing of the women and men they represent.

The shape is partly wrapped in gold colored metal, with a matching shimmering cap, reflecting the pale rose tinted fragrance inside.

Gucci Guilty Pour Homme's gun metal clad bottle and cap complements the warm purple-grey colored scent.

Matte ivory and black packaging is accented with respective gold and silver logos featuring the house's interlocking G.

Gucci Guilty (30ml, 50ml and 90ml edp) will be on-counter in US, Asia Pacific and European travel retail from January 1, 2019.