

Coty offers Marc Jacobs Daisy fragrances in palm-sized “Petals”



The Daisy Petals print advertising features the collection being held over a verdant field of blossoming daisies

The iconic Marc Jacobs Daisy fragrances are now being offered in stylish pocket-sized packages perfect for traveling.

Daisy “Petals” offer the five Marc Jacobs Daisy fragrances — Daisy, Daisy Eau So Fresh, Daisy Dream, Daisy Love, And Daisy Love Eau So Sweet — designed in a miniature package format.

The bottles, designed by Coty in collaboration with Marc Jacobs, feature a weighted glass base and a glossy white cap. As highlighted by the advertising campaign, shot by renowned photographer Alasdair McLellan, these sleek bottles easily fit in the palm of the hand.

The Daisy Petal bottles each feature the iconic daisy chain pattern in contrast with an elegant gold foil trim, while the outer cartons complement the color of the different fragrances inside.

These cute, compact packages will inspire fragrance lovers to collect all five.

Available globally in April 2020.

About the scents:

Daisy Petals Marc Jacobs: A timeless floral bouquet, the top of the fragrance is infused with

succulent wild berries and soft white violets. At the heart, velvety jasmine wraps with a drydown of sensual sandalwood for a lingering finish.

Top: wild berries, white violet

Heart: jasmine infusion

Base: sandalwood

Daisy Eau So Fresh Petals Marc Jacobs: Sparkling and playful, the fresh floral scent excites the senses with enticing top notes of raspberry and grapefruit. A sensuous heart of wild rose deepens into a sophisticated finish of musks, warm plum, and cedarwood.

Top: ruby red grapefruit, raspberries, green leaves, pear

Heart: violet, wild rose, apple blossom, lychee, jasmine petals

Base: musks, plum, cedarwood

Daisy Dream Petals Marc Jacobs: light and airy, Daisy Dream is both floral and fruity. The fragrance captivates with delectable top notes of blackberry, fresh grapefruit and succulent pear. The heart imparts rich, feminine jasmine, notes of lychee and blue wisteria. White woods, musks, and coconut water blend together for a dreamy drydown.

Top: blackberry, grapefruit, pear

Heart: jasmine, lychee, blue wisteria

Base: white woods, musks, coconut water

Daisy Love Petals Marc Jacobs: undeniably feminine with a youthful yet sophisticated composition, Daisy Love opens with a bright pop of crystallized cloudberry that exude a multi-faceted sweetness. At the heart, the solar yet creamy floralcy of petals from the daisy tree mingle with the warmth of cashmere musks and driftwood for a memorable gourmand drydown.

Top: crystallized cloudberry

Heart: daisy tree petals

Base: cashmere musk's, driftwood

Daisy Love Eau So Sweet Petals Marc Jacobs: A modern sheer floral with a gourmand twist, Daisy Love Eau So Sweet opens with sparkling white raspberry that blends with crisp bergamot and crystallized cloudberry. A floral heart reveals itself through daisy tree petals and jasmine milk. Sugar musk and white iris woods deepen the base while maintaining a sweet and fresh finish.

Top: white raspberry, bergamot, crystallized cloudberry

Heart: daisy tree petals, jasmine milk

Base: sugar musk, white iris woods

Fragrance house: Firmenich

Perfumer: Alberto Morillas