

Enter the garden of dreams with Gucci Bloom Profumo di Fiori



Starring Anjelica Huston, Florence Welch, Jodie Turner-Smith and Susie Cave, Gucci Bloom's new campaign and fragrance offers an exploration of imagination and identity

Blossoming into life, the new Gucci Bloom Profumo di Fiori debuts alongside a beautiful and visionary campaign set in a garden of dreams where magic blooms. Rooted in the creativity of Alessandro Michele, Creative Director of Gucci, the innovative concept of the campaign blurs the lines between two universes: a surrealist land that clashes with reality.

Featuring four contemporary women, director and actor Anjelica Huston, singer-songwriter Florence Welch, actor and model Jodie Turner-Smith, and designer Susie Cave, the campaign reveals the true heart of Bloom and offers an exploration of imagination and identity, which is mirrored by the radiant floral signature of Gucci Bloom Profumo di Fiori.

"When I reimagined the new Gucci Bloom campaign, I started from the mystic world of female sensibility and how it is connected with the idea of nature.

This world is a hallucination of flower power featuring women that are like priestesses. It is a world where time is replaced by fascination and magic, representing the perfume itself," says Michele.

Gucci Bloom: the story behind the scent

The first fragrance developed fully under Alessandro Michele's vision, Gucci Bloom Eau de Parfum was

inspired by the idea of absolute authenticity. Blended by Master Perfumer Alberto Morillas, with direction from the creative director, the fragrance unfurls as its name suggests, a thriving garden full of flowers characterized by a trio of Jasmine Bud extract, Tuberose and Rangoon Creeper.

Celebrating the vitality and diversity of those who identify with the House's modern philosophy, the Gucci Bloom fragrances that have followed are for those who experience life and its fruits in order to bloom into their real selves. They live to create memorable moments, to share stories and be inspired by the objects, culture and art they choose to surround themselves with. Just like the scents bearing this name, Gucci Bloom women flourish in a natural, expressive and individual way, without conventional limitations.

The Scent

Once again, Gucci Bloom Profumo di Fiori is expertly translated from Michele's vision by the master perfumer. Staying true to the ingredients of Gucci Bloom Eau de Parfum, the fragrance heroes the fresh natural greenness, rich floral quality and creamy depth of Tuberose. Offering a radiant twist on the magnificent white floral signature of Bloom Eau de Parfum, Profumo di Fiori unleashes the addictive potential and magnetism of Tuberose Essence, blended with Jasmine Sambac Closed Buds and Jasmine Sambac Absolute for a more direct expression.

"Perfume is like a spell and the women wearing it put a spell on the world. Flowers, in this case, mediate this spell, and Gucci Bloom Profumo di Fiori is a powerful conversation with them. It is intense, it really enters the world of nature. Letting the flowers speak, fearlessly, was the real challenge when Alberto Morillas and I created this fragrance," adds Michele.

The Design

Inspired by the pure luminosity of this variant, Gucci Bloom Profumo di Fiori revisits the original Gucci Bloom pattern with a honey yellow tone evoking the vitality of young spirits. Presented in a lacquered square-shaped bottle, it is adorned with the Gucci label ribbed and framed in black. The outer packaging is covered inside and outside in a Toile de Jouy Herbarium House print of leaves, cherry branches and flowers framed in black.

The Campaign

Set at a mystical and ancient landmark, the new Gucci Bloom fragrance campaign tells the story of four contemporary women living in a garden of dreams. The protagonists are charismatic ladies: Anjelica Huston, Florence Welch, Jodie Turner-Smith and Susie Cave, who join each other in the dream-like sequence.

Directed by award-winning photographer and director Flavia Sigismondi, the campaign video opens with Welch exploring the abandoned theaters of La Scarzuola, a surrealist architectural compound built around an old Franciscan convent. Designed by architect Tomaso Buzzi in the late 1950s, this enchanting and mysterious place in the Umbrian countryside becomes the set of a campaign for the first time and is transformed to express a dream filled with flowers and plants.

Gradually, we are introduced to the other protagonists, who take turns roaming through the mystical passages of La Scarzuola until they find a wishing well and perform a ceremony picking flowers and throwing them into the water. As the flowers float away, the act of making a wish opens up a parallel universe.

With a number of scenes taking inspiration from the popular French musical film *Peau d'Âne*, which is directed by Jacques Demy, the fantasy sequence intensifies with frenetic energy, as the film comes to its crescendo with a floral explosion. Bursts of petals and flowers fall from the sky and shower the protagonists who continue to perform theatrically as the momentum climaxes. The film ends with a close-up shot of Welch holding a Gucci Bloom Profumo di Fiori bottle, as the flowers gently fall over her.

The new Gucci Bloom campaign and Gucci Bloom Profumo di Fiori fragrance launched in August in 30-ml, 50-ml and 100-ml.