

Gucci grows a new Bloom



Gucci Bloom Eau de Toilette 100ml

Coty has unveiled Gucci Bloom Eau de Toilette, a lighter, more luminous interpretation of the Bloom signature fragrance, embodying vitality and radiance.

Available from March 2022, the fragrance stays true to the ingredients of the original Gucci Bloom Eau de Parfum with its trio of jasmine, tuberose and Rangoon creeper.

To further enrich the scent, a honeyed sweetness and green citrus facet is captured through the addition of neroli accord for a twist on Bloom's white floral signature.

Gucci Bloom Eau de Toilette revisits the original Gucci Bloom bottle design with a new subtly paler pink tone.

Presented in a frosted and luminous square-shaped glass bottle, it is adorned in the Toile de Jouy Herbarium House print of leaves, cherry branches and flowers, and framed in black.

The outer packaging is covered in the same pattern and color palette.

The campaign by award-winning photographer and director Floria Sigismondi features director and actor Anjelica Huston, singer songwriter Florence Welch, actor Jodie Turner-Smith and designer Susie Cave returning to a surrealist floral landscape set in the ancient location of La Scarzuola.

The new Gucci Bloom Eau de Toilette fragrance is available from March 2022 in 30ml, 50ml and 100ml formats.