

New Burberry Her Blossom scent inspired by London parks in springtime



The bottle for Burberry Her Blossom Eau de Toilette features a white cap that represents blossom trees

Burberry has introduced Her Blossom Eau de Toilette, a gourmand signature of the original Eau de Parfum with plum blossom notes.

Described as a light and delicate combination of blossoming flowers and dewy petals, it is said to capture the spirit of London parks in spring.

The ad campaign stars Cara Delevingne, who embodies the energetic spirit of a Londoner, the company said.

Photographer Juergen Teller captures the model in candid images around her home town of London in spring, taking in the flora and fauna that epitomizes the fragrance.

Created by Master Perfumer Francis Kurkdjian, Burberry Her Blossom opens with notes of mandarin and pink peppercorn and is wrapped in plum blossom and peony. Base notes of creamy sandalwood and musk add warmth and depth to the light, fruity fragrances.

The bottle is inspired by an archival Burberry fragrance design and has been updated with a white cap which represents blossom trees. Made from smooth, curved glass, it can be personalized with engraved initials on a gold charm around its neck.

The travel retail on-counter dates are: Asia Pacific from April 1; US from June 1; and Europe from April 15.