

# Oscar de la Renta unveils pink floral Bella Rosa



Oscar de la Renta's Bella Rosa fragrance pays homage to the house's love of florals

Oscar de la Renta is launching Bella Rosa, a new feminine floral fragrance.

On counter beginning February 2019, the line is described as a captivating vision of a springtime dream.

With a nod to Bella Blanca, the new flanker reveals a playful facet, the company said.

The fragrance, supplied by Interparfums USA, pays homage to the house's love of florals and meticulous attention to detail, reinventing the classic bouquet in a burst of color.

The Bella Rosa bottle is covered in three-dimensional pale pink flowers. A rose gold plate glows in the center, etched with the name of the perfume, and a metallic cap adorns the top.

The outer packaging is a pale pink box covered in florals with a shining band wrapped around.

The juice is said to capture the addictive romance of a secret garden. Top notes of pink pepper, freesia, and mandarin combine with a heart of pink rose, jasmine, and orris, and sweet base notes of patchouli, sandalwood, and amber.

"Inspired by the beauty, charm, and grace of the Oscar Bella woman, I wanted to create a fragrance that was romantic, feminine and flirty with a playful, sensual tonality weaved through," said Firmenich Master Perfumer Harry Fremont. "The vision was captured through an elegant and sensual feminine fragrance that contrasts soft and luminous fruits and florals with sleek textured woods and an airy gourmand."

The campaign aims to exude the sophistication of the Oscar de la Renta woman, personified by model Zhanna Brass. Lush pink roses bloom against a springtime garden, surrounding the signature bottle with their petals.