

ADVERTISING

## Balenciaga releases fragrance update quickly after initial launch

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*B. Balenciaga fragrance*

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By STAFF REPORTS

French fashion house Balenciaga has already created a reinterpretation of its latest fragrance, B. Balenciaga after its release in October.

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As the first scent created by then-newly appointed creative director Alexander Wang, the fragrance garnered sizable attention for both brand and designer. Nearly six months later, the fragrance has already been reinterpreted as B. Balenciaga Skin signaling a trend of over saturation in the perfume sector.

Scentsible or not

The fragrance sector is inundated with reinterpretations of scents, and nearly all brands have an extensive portfolio of offerings for consumers to consider.

B. Balenciaga's launch was announced by major fashion publications over the summer with follow-up pieces written by The Wall Street Journal, InStyle and Vogue in the weeks that followed that delved further into Mr. Wang's inspiration. Soon after, Balenciaga placed print advertisements for the fragrance, but did not officially debut it via digital marketing materials until February ([see story](#)).



### *B. Balenciaga Skin*

The reinterpretation B. Balenciaga Skin is said to be a more delicate version of the original, which is a green scent with woody undertones, according to fragrance blog [Fragrantica](#).

Housed in the same bottle as the original, but in a soft pink color, B. Balenciaga Skin opens with notes of bergamot, green tea, soy bean and lily of the valley. At the heart is violet leaf, peony and iris root while the base is cedar, cashmere, vetiver and ambrette seed.

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