

IN-STORE

Prada brings back limited-edition scents for permanent fragrance line

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Infusion de Fleur d'Oranger from Prada

By STAFF REPORTS

Italian apparel and accessories house Prada launched its Infusion fragrance collection in 2007 as a limited-edition, but in 2015 it will return as a permanent line.

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Over the course of the years several limited-edition scents from Infusion have been introduced, but never became a permanent fixture of the brand. Prada will likely see repeat customers flock to this launch as fans of the fragrance enjoy the reentry to the market.

Returned scents

This collection will include the relaunched Infusion d'Iris, Infusion de Fleur d'Oranger from 2009 and Infusion de Vetiver from 2010. Also there will be three new editions Infusion d'Iris Cedre, Infusion d'Amande and Infusion d'Oeillet.

The fragrances are unisex and each one aims to be a contrast between traditionalism and modernity. For instance, Infusion d'Iris is a mix of iris, Italian mandarin, Tunisian neroli, cedar and benzoin from Laos.



Prada's Infusion collection

Other fragrances include ingredients such as Haitian vetiver, Sambac jasmine, almond and carnations.

Many fragrance brands choose to release limited-edition version of a fragrance.

For instance, a few months ago, Lebanese couture house Elie Saab released episodes that showcase its Le Parfum Resort Collection through different destinations in the French Riviera.

The first video was released in mid-February and the second was unveiled a month later. Slow releases of branded series allow brands to spread a campaign over time and build anticipation ([see story](#)).

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