

ADVERTISING

Norell New York reinterprets scent for today's stylish sect

August 20, 2015



Norman Norell as seen on the brand's Facebook

By STAFF REPORTS

Norell New York, the first American designer fragrance, has been remastered for a new generation of fashion-forward consumers.

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The Norell New York scent was originally created in 1968 by fashion designer Norman Norell, who designed ready-to-wear styles for the likes of Marilyn Monroe, Jackie Kennedy and Lauren Bacall. Norell New York, revamped by Parlux Fragrances Ltd., is being positioned as an update for the classic scent through a modern print and digital campaign.

What's old is new again

For its campaign, Norell worked with creative agency LLOYD&CO to create print and digital elements that demonstrate storytelling by drawing on Mr. Norell's legacy to celebrate today's modern consumer.

The effort stars actress and granddaughter of Elvis Presley Riley Keough as the face of the fragrance. In the imagery, Ms. Keough wears vintage designs by Mr. Norell that look as if they were created today.

To further the connection between the past and present, Norell tapped photographer Michael Avedon whose grandfather, Richard Avedon, often shot Mr. Norell's designs for international fashion publications.



Advertisement for Norell New York fragrance

In a statement, LLOYD&CO founder and creative director Doug Lloyd said, “We wanted to unite Norell’s strong brand heritage with an elegance that is resolutely modern. Riley Keough and Michael Avedon speak to a new generation of consumers, both born from enduring legacies and both in command of unique talents for current times. By contrasting the classic silhouette with a bold image of today, the past and the present in this image are one.”

The Norell New York scent is a modern update of the classic “green floral” created in 1968. For today’s adaptation IFF perfumer Celine Barel developed a scent that “opens with a lush radiance that exudes a playful effervescence with an airy floral bouquet and sensual finish” evoked by the use of 200 jasmine petals per bottle, among other notes.

Norell New York’s top notes include galbanum, bergamot, pear and mandarin while its mid-notes contain jasmine petals, peony, orchid, gardenia and base notes consist of orris butter, vetiver, sandalwood, vanilla and musk.

Available in a handcrafted bottle by French crystal maker Baccarat, the limited-edition

parfum, a numbered series of 500, retails for \$1,500. The core collection of Norell New York includes eau de parfum for \$150 and body cream and body oil for \$95 and \$80, respectively.



Norell New York, limited-edition bottle by Baccarat

The fragrance suite will be available exclusively at Bergdorf Goodman in New York and Neiman Marcus locations nationwide as of mid-August.

Although brands seem to continuously produce new fragrances, some have been reformulated, as Norell New York has been, for a new audience.

For example in 2014, French couturier Christian Dior turned up the heat with promotions for its revamped Fahrenheit men's fragrance to attract both devout enthusiasts and a new wave of consumers.

The updated throwback fragrance, originally debuting in 1988, likely spurred interest among consumers who have been longtime fans of the scent. By reinterpreting the fragrance, Dior was also able to tap a new base of male consumers ([see story](#)).

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