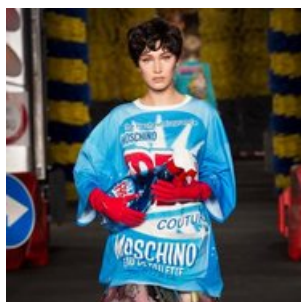


ADVERTISING

Moschino gets squeaky clean in Fresh fragrance ad

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Look from Moschino's spring/summer 2016 runway show

By STAFF REPORTS

Italian fashion label Moschino is again eschewing traditional fragrance bottles with the release of its Fresh Eau de Toilette modeled after household cleaning sprays.

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Tied to its recent spring/summer 2016 runway show, which included models strutting in rubber gloves with spray bottles ready in hand, Fresh looks to elevate mundane chores through fashion. Moschino's unconventional attitude toward perfume and design has worked in its favor previously, as its kooky concepts draw consumer interest and sales.

Scrub a dub

Moschino's ad campaign for Fresh, shot by Steven Meisel, shows supermodel Linda Evangelista peering from behind a glass partition. She is styled by Carlyne Cerf de Dudzeele as a retro housewife, wearing a robe and made up with blue eyeshadow and a cat eye.

In the model's hand is the Fresh bottle, which she appears to be using to clean the glass.



Ad campaign for Moschino Fresh

Last year, Moschino created a new fragrance that is sold in a bottle embedded within a small teddy bear.

The stuffed animal is wearing a t-shirt that says "this is not a Moschino toy," and the bear's head can pop off to reach

the fragrance's spray top. "Toy," the new fragrance, was only on sale for a day before it sold out online, likely due to the unique bottle and packaging of the scent ([see story](#)).

While Fresh is not available for sale yet, it may have the same enthusiastic response.

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