

ADVERTISING

Nina Ricci evokes heritage for limited-edition fragrance update

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Nina Ricci's L'Air Du Temp 2015

By STAFF REPORTS

French fashion house Nina Ricci has revealed a reedition of the L'Air Du Temps, a scent known for its dove topper's association as a symbol of peace.

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The updated L'Air Du Temp bottle has been made in a series of 74 pieces through a collaboration with French lifestyle brand and crystal-maker Lalique and Lognon Workshop. Originally launched in 1948, the L'Air Du Temps bottle reedition comes 70 years after the war ended, causing for worldwide celebrations this past summer.

Golden doves

In addition to releasing a limited-edition bottle design, Nina Ricci has also created a special coffret to encase the bottle, as the house did in 1951. On social media, Nina Ricci has shared a 1950s advertisement of the original with the 2015 edition side-by-side to underscore the connection.

To show the craftsmanship, Nina Ricci included a 90-second video on its Web site where the viewer watches the creation of both the yellow coffret, or cage, and the Lalique-made decanter for L'Air Du Temp.



Nina Ricci's original coffret for L'Air Du Temp with the 2015 edition in yellow

A content section below tells of the scent's notes, namely jasmine, gardenia and spicy carnation and pink pepper.

The section continues with mentions of the bottle's inspiration and lasting impression it has had since its original release.

Also, the text tells that each bottle is numbered and engraved by hand and the topper's signature crystal doves have been buffed with pure gold. Further down, Nina Ricci has included a photo gallery that shows various details of the L'Air Du Temp bottle and the stages of its creation, among others.

While this fragrance evokes Nina Ricci's heritage, its other fragrance communications vary from overtly sexual to whimsical and playful.

The latter sentiment is represented by its sugarcoating communications for the annual Les Dlices de Nina fragrance interpretation.

Common in the fragrance sector, Nina Ricci re-releases Les Dlices de Nina as a limited-edition version each year to explore different sources of scent inspiration without the commitment of developing a whole new fragrance.

Originally launched in 2006, the 2015 version of Les Dlices de Nina was inspired by strawberry hard candies ([see story](#)).

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