

COMMERCE

## Guerlain gives flagship scents colorful overhaul for 2016

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*JonOne paints Guerlain bottles for 2016*

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By STAFF REPORTS

Parisian perfumer Guerlain is kicking off the new year with "intensity" and an explosion of colors.

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In a social post, Guerlain shared a 13-second video of artist JonOne working on a canvas in his studio, speaking of the importance of color and his pride in working with "the Bee." The effort doubles as Guerlain's well wishes for 2016 and an announcement for its collaboration with JonOne.

### Art intensified

Housed on YouTube, Guerlain shared a longer edit of the video posted to Facebook. In the extended version, the viewer watches as JonOne hand-paints Guerlain fragrance bottles in his signature splattered technique.

For the collaboration, Guerlain selected three of its cornerstone fragrances: Shalimar, which celebrated its 90th anniversary in 2015, La Petite Robe Noire and Rose Barbare. Rather than the corresponding bottle that goes with each of the three fragrances, Guerlain selected the classic crystal decanter with engraved bees, a design dating back to 1853.



*Guerlain bottles painted by JonOne*

The bottle, one of Guerlain's most recognizable, was then intensified by JonOne's street-art style. JonOne used blue paint for Shalimar, in perfume extract concentrate launched at the start of 2016; pink for La Petite Robe Noire, also in perfume extract and orange paint for the Rose Barbare Eau de Parfum.

Each bottle contains 1 liter of perfume with the Shalimar edition being available in a series of 34 decanters. La Petite Robe Noire and Rose Barbare were made in a series of 32. The bottles designed by JonOne are available for about \$9,733.

*Happy New Year 2016 from JonOne - Guerlain*

Perfumeries commonly work with artists to reinterpret the vessel housing the juice.

For example, each year, Parisian fashion house Yves Saint Laurent retools the bottle design of its Paris Premiere Roses fragrance, an offshoot of its signature Paris scent. By reinvisioning the bottle's appearance on a yearly basis, the fragrance becomes a collectors item that is anticipated by perfume aficionados and brand enthusiasts ([see story](#)).

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