

FRAGRANCE AND PERSONAL CARE

Ralph Lauren creates personal travel diary with premium scents

June 24, 2016



Ralph Lauren Collection fragrances

By STAFF REPORTS

U.S. fashion label Ralph Lauren is translating its elegant aesthetic into scent with the launch of a collection of eaux de parfum.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

When blended together, single scents recall some of the brand's eponymous designer's favorite places in the world, including his hometown of New York and England. These latest scents, produced under Ralph Lauren's beauty license with L'Oreal, reflect a more premium positioning for the Ralph Lauren Fragrances brand.

World tour

The Ralph Lauren Collection fragrances can be purchased separately, with individual bottles beginning at \$140.

A \$3,900 calfskin travelers trunk is designed to hold 10 100 ml bottles. This ivory case can be repurposed as a jewelry box and features the same lock as the brand's Ricky handbags.



Italian-made leather sleeves in an array of colors can also be purchased to hold the fragrances.

The brand introduced the scents with a short film, which highlights the creative hand in developing the line through shots of a hand painting or writing a letter. The video also talks of the craftsmanship that went into capturing the essence of each scent.

Within the collection are fragrances featuring white lily, vetiver, lime, orange flower, rose, white tea, sage, magnolia, amber and oud.

Introducing Ralph Lauren Collection Fragrances

Dedicating a Song of America, Ralph Lauren suggests combining sage and magnolia. When worn together, lime and orange flower recall a Riviera Dream.

Ralph Lauren is not alone in using its namesake founder's life as fragrance inspiration.

French atelier Chanel is paying homage to its founder's soul mate in a new scent named for his nickname.

Gabrielle Coco Chanel's lover Arthur "Boy" Capel has inspired many of her namesake brand's wares, especially in the fragrance and beauty category. Part of Chanel's Les Exclusifs de Chanel fragrance series, Boy Chanel is described as a fresh aromatic scent with notes of lavender, Grasse geranium, sandalwood, heliotrope and musk ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.