

FRAGRANCE AND PERSONAL CARE

## Tom Ford taps Lalique to transform fragrance into objet d'art

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*Tom Ford's Black Orchid Collection*

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By STAFF REPORTS

U.S. fashion label Tom Ford is celebrating the tenth year of its Black Orchid fragrance with a limited-edition collection of perfumes and color cosmetics inspired by the scent.

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Included in the anniversary line is the Black Orchid Lalique Edition, which holds the most concentrated version of the fragrance in a black crystal collector's bottle. Marking this milestone with a commemorative edition will allow fans of the brand and its debut scent to celebrate with Tom Ford.

### Art of scent

The bottle design takes reference from the original Black Orchid vessel and Lalique's Art Deco heritage. For this version, the original tall bottle is refashioned into a wider vintage shape that retains the black fluted glass.

Replacing the square gold plaque reading "Tom Ford Black Orchid" in the original is a strip of golden metal running across the base of the bottle. The classic bottle's chain wrapped around the neck remains, giving a detail that Black Orchid fans have grown accustomed to.

Retailing for \$990 and signed by Lalique, the special-edition bottle is currently available for pre-order through Tom Ford's ecommerce site.



### *Tom Ford Black Orchid Lalique Edition*

Originally developed in 2006 under its license with Este Lauder, Black Orchid combines its namesake flower with notes such as patchouli, vetiver, vanilla and fruit accords. The debut marked the start of Tom Ford's beauty brand.

Contrary to the typical path of a luxury house, Mr. Ford began his brand with entry-level licenses. First, he aligned with eyewear manufacturer Marcolin, which still produces optical and sunglass frames today under the Tom Ford brand name.

From there, the brand expanded its business through a license with Este Lauder. Accessories and apparel came later, and today the brand operates 120 stores and its flagship ecommerce site ([see story](#)).

Along with the Lalique-bottled fragrance, the brand has developed a line of color cosmetics inspired by Black Orchid. These include lip colors and illuminating powders.

The scent can also be purchased as a solid perfume encased in a compact.

Lalique has helped other luxury brands bottle their scents in artistic vessels.

British automaker Bentley is amplifying the luxury of its men's fragrance line with an exclusive edition by French crystal manufacturer Lalique.

The Blue Crystal edition retailed for around \$5,700 and is the second time that Bentley tapped Lalique to design a bottle. As automakers venture into alternate product categories, teaming up with already established brands will help convey the necessary quality of authenticity ([see story](#)).