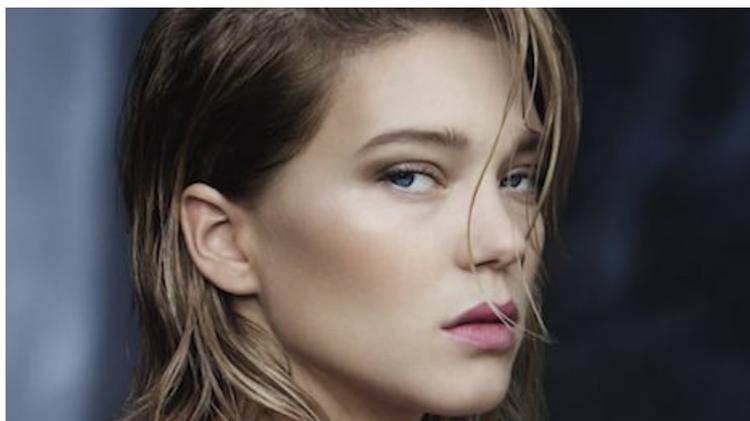


FRAGRANCE AND PERSONAL CARE

Harper's Bazaar steps inside Les Parfums Louis Vuitton for consumer introduction

August 16, 2016



La Seydoux for Les Parfums Louis Vuitton

By STAFF REPORTS

Hearst-owned publication Harper's Bazaar is assisting French fashion house Louis Vuitton in spreading awareness for its long awaited return to the fragrance category.

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Earlier this summer Louis Vuitton quietly announced that after a decades-long hiatus it would be launching Les Parfums Louis Vuitton, a venture that will go to market in September after more than four years of research and development. The nose behind the scent is master perfumer Jacques Cavallier Belletrud, who was hired by LVMH's flagship brand Louis Vuitton back in 2012 ([see story](#)).

Feting fragrance

In the weeks leading up to the official launch Louis Vuitton has shared additional information about the not one, but seven scents it plans to debut.

For example, Louis Vuitton took consumers on a behind-the-scenes tour of its fragrance headquarters, Les Fontaines Parfumees, the home of Les Parfums Louis Vuitton, in Grasse, France. The Instagram content takes consumers on a journey to a category many are unlikely to remember via photos and videos ([see story](#)).



Les Parfums Louis Vuitton

Additionally, Louis Vuitton has given the exclusive to Harper's Bazaar, who introduced the fragrance range through a

social film and an editorial feature in its September issue.

For its feature Harper's photographed brand ambassador and face of Les Parfums Louis Vuitton, French actress La Seydoux. The photo shoot was then turned into a social film showing behind-the-scenes.

In the film, Ms. Seydoux is shown sitting backwards in a chair in front of a vanity table mirror as she caresses her neck with a Les Parfums Louis Vuitton bottle.

The following scene shows Ms. Seydoux laying in a bed of red roses before cutting back to the actress sitting in a fluffy fur coat. A link provided in the video's post on social media directs the consumer to Harper's Bazaar's Web site to read the editorial.

Behind-the-scenes with La Seydoux and Louis Vuitton

Les Parfums Louis Vuitton is a seven-fragrance collection that includes Rose des Vents, Matire Noire, Mille Deuz, Apoge, Turbulences, Dans la Peau and Contre Moi. The scent profiles range from floral to oud and leathers, with Contre Moi's notes yet to be announced.

Fresh off another design collaboration with the house ([see story](#)), industrial designer Marc Newson designed the Les Parfums Louis Vuitton bottles. The \$240 fragrance bottles are made of heavy glass and resemble apothecary vials fitted with metal caps featuring the "LV" emblem.

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