

FRAGRANCE AND PERSONAL CARE

Loewe bottles brand redesign in multi-faceted fragrance

September 7, 2016



Loewe 001 box image by Karl Blossfeldt

By STAFF REPORTS

Spanish apparel and accessories house Loewe is communicating the brand's direction under creative director Jonathan Anderson through scent.

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

Since Mr. Anderson arrived at Loewe in 2014, he refreshed the more than 170-year-old brand with a new logo, marketing image and design aesthetic, keeping the label's focus on craft and creativity at the heart. Loewe 001, the designer's first fragrance for the house, reflects the identity of Loewe under his vision.

Debut scent design

Loewe 001 comes in two versions, named Man and Woman. The scent was inspired by the concept of the early morning hours after the first intimate encounter between a couple.

The top and core notes of both scents are the same. They open with tangerine and bergamot and transition to a heart of sandalwood. Man has undertones of cedar and musk, while Woman has jasmine and vanilla.

For the packaging, Mr. Anderson chose photography by Karl Blossfeldt, wrapping the boxes with black-and-white images of plants. Mr. Blossfeldt's work was also incorporated into Loewe's spring/summer 2016 collection as prints.

The bottles themselves are streamlined rectangular glass vessels with wooden caps.



Loewe 001 scent

This is a very personal project for me," Mr. Anderson said in a brand statement. "I spent a lot of time working on it because it's something I really believe in.

"Above all, I wanted the fragrance to feel credible, an organic extension of what Loewe stands for today."

The scent is currently available during a pre-launch at Loewe stores, the brand's ecommerce site, Barneys New York and Harrods.

While a new creative director's influence can be seen on the runway in a matter of months, sometimes other product categories take longer to reflect the designer's vision.

For instance, French fashion label Kenzo is weaving an energetic tale of spontaneity and creative expression to launch its latest scent.

Inspired by the brand's eye insignia from its fall/winter 2013 collection, Kenzo World is the first fragrance envisioned by Kenzo co-artistic directors Carol Lim and Humberto Leon, who started at the brand in 2011. To celebrate the launch, the design duo tapped their friend filmmaker Spike Jonze to capture the free-thinking, spirited layer of the Kenzo woman in a colorful, feverish short ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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