

FRAGRANCE AND PERSONAL CARE

Christian Louboutin captures multifaceted femininity for fragrance entry

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Christian Louboutin's Trouble in Heaven fragrance

By STAFF REPORTS

French footwear label Christian Louboutin is venturing into the fragrance category after a successful entrance into color cosmetics.

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Instead of a single fragrance to make its introduction into the perfume market, Christian Louboutin has created three scents to capture the multifaceted desires and personalities of a woman. With the fragrance trio, Christian Louboutin now offers female consumers footwear, accessories, lipstick and nail varnish, to create a head-to-toe, branded look.

A memory in scent

Christian Louboutin was limited in its teasers for the fragrance release, only sharing imagery on social media.

Now that the trio has been officially launched, Christian Louboutin took time to describe each individual fragrance in detail. A hyperlink redirects consumers to the brand's Web site where detailed information as well as campaign imagery is housed.

Christian Louboutin's Bikini Questa Sera is "the scent of the sun," a warm perfume with notes of jasmine and tuberose. Tornado Blonde is described as "the scent of love and adventure" and features floral notes of rose, violet and cassis.



Christian Louboutin's Bikini Questa Sera fragrance

The third scent, Trouble in Heaven, is for the "woman who wants to provoke" with notes of iris, patchouli, tonka and oriental amber.

"I wanted to celebrate woman and her desires," Mr. Louboutin said in a statement. "I wanted these fragrances to enhance an aspect of her personality, or perhaps reveal something about her that no one knew before, maybe not even her, tell a secret, a story.

"I want to give women the means to express themselves and to delight in their femininity," he said.

Christian Louboutin's fragrances are housed in a glass objet d'art decanter with gradient colors representing the different scents. Designed in collaboration with Heatherwick Studio, Mr. Louboutin wanted the bottles to be "tactile and hypnotically visual" while showing the movement and life within the vessel.

The fragrances will retail individually for \$275. Currently, the scents can be purchased from Christian Louboutin's Web site.

"I want you to experience the fragrance in the same way as you experience a piano note being played," Mr. Louboutin said. "So there is the ping,' the first burst of the scent like the striking of the piano key, followed by a beautiful resonance as the note echoes its sound.

"There is one present moment, and then there is the trace, le sillage," he said. "I think of it as its memory."



Christian Louboutin's Tornado Blonde fragrance

Campaign imagery created for the launch has an Surrealist feel. For each scent the brand created a collage featuring the fragrance as the focal point, placed within a scene that shows Christian Louboutin heels in a workshop, bedroom and theater setting.

Similarly, Christian Louboutin drew attention to its beauty line with digital communications that match a bottle of nail polish with one of its stilettos. When launching in a different product category, it is important to maintain ties to what the brand is known for to maintain a consistent brand image ([see story](#)).