

FRAGRANCE AND PERSONAL CARE

Frdric Malle picks Alber Elbaz as second designer collaborator

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Frdric Malle and Alber Elbaz

By STAFF REPORTS

Esté Lauder Cos.' niche perfumer Frdric Malle is working with fashion designer Alber Elbaz to portray the feel of wearing his garments in a perfume.

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Mr. Elbaz revealed the creative partnership during the ceremony in which he was officiated as an officer in the French Legion of Honor. Since exiting French fashion house Lanvin last year, the fashion industry has been anxiously awaiting the designer's next move.

Very superstitious

Named Superstitious, the fragrance will be released in March 2017. Mr. Malle and Mr. Elbaz worked with perfumer Dominique Ropion to develop the scent.

While this is Frdric Malle's 24th fragrance, it is only the second time the perfumer has worked with a fashion designer. This follows the brand's well-received first collaboration with Dries Van Noten.

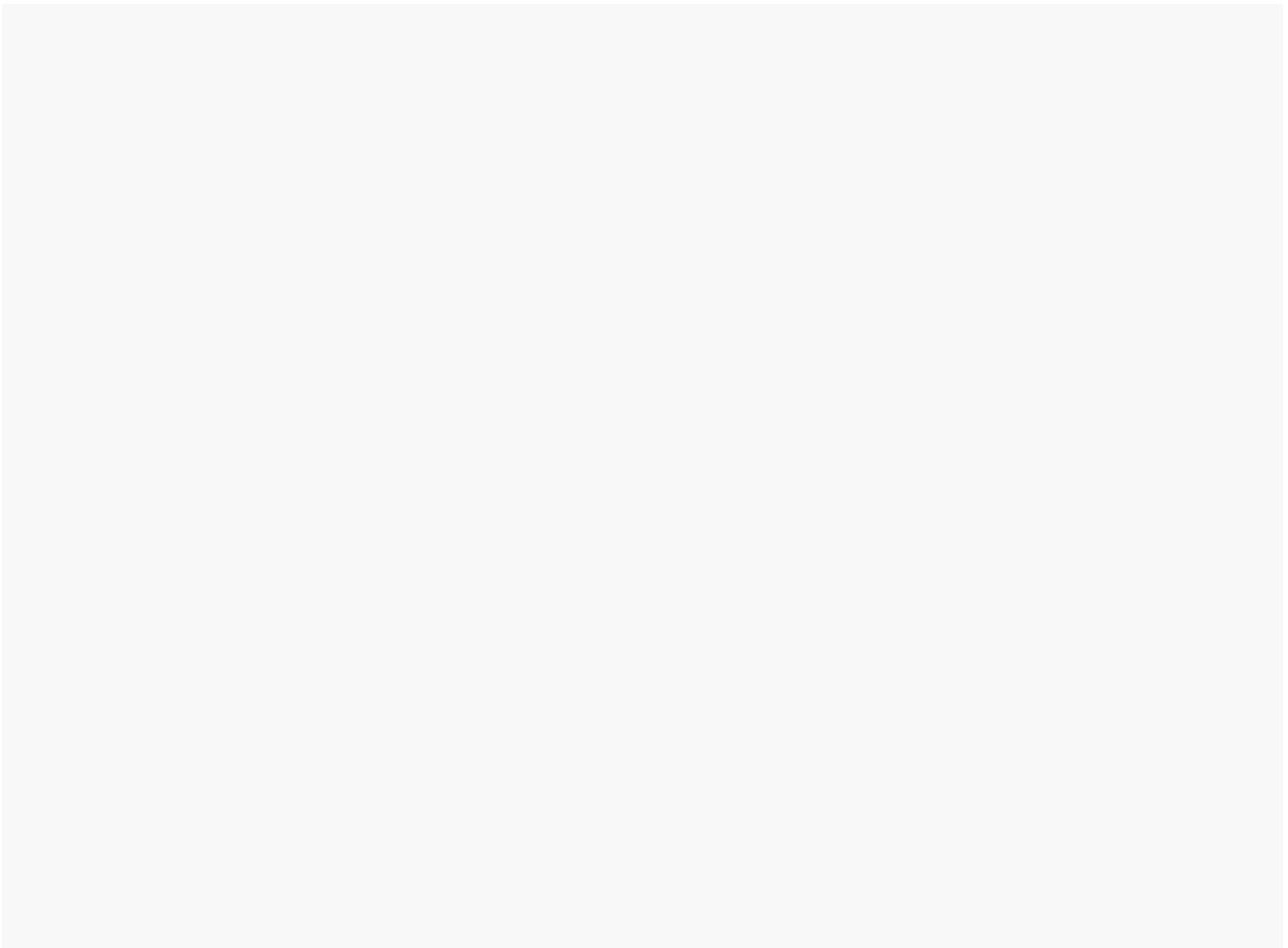


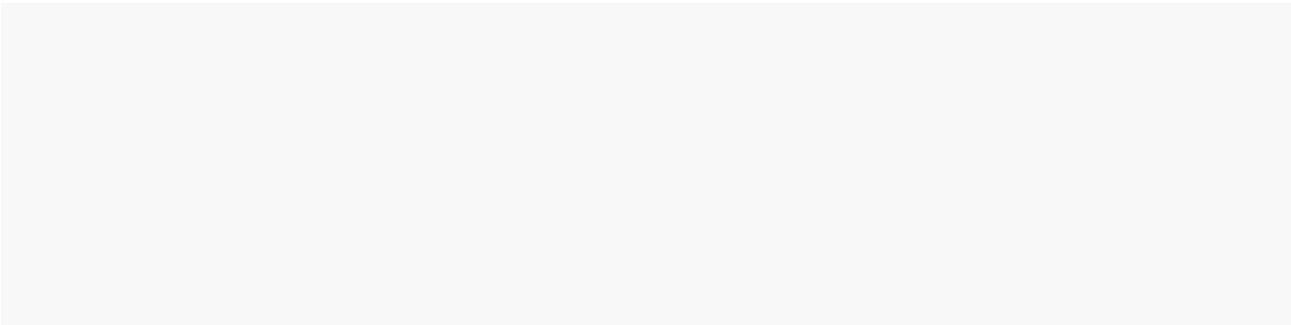
Image courtesy of Frdric Malle

"I have always admired Alber for making the women who wear his clothes appear even more beautiful," Mr. Malle said. "It is all about them and not about himself."

"Like perfume Classics', Alber's dresses are the result of an invisible architecture," he said. "Like Alber's dresses, Superstitious elevates the women that wear it, it empowers them."

In honor of the occasion, Frdric Malle reintroduced its Instagram account, sharing images from Mr. Elbaz's ceremony and a handwritten note from the designer with the hashtag #FredericMalleAlberElbaz. In addition, the feed depicts the house's story from its founding in 2000.





#fredericmallealberelbaz

A photo posted by Frdric Malle (@fredericmalle) on Oct 3, 2016 at 7:23am PDT

Mr. Elbaz, who was born in Morocco and raised in Israel, was promoted from Knight to Officer by the Legion of Honor. The former creative director's new honor of Officer is the highest distinction a civilian can achieve. Mr. Elbaz was honored as Knight in 2006 ([see story](#)).

At the ceremony, held during Paris Fashion Week, attendees got a sneak peek at the perfume.

"The word Superstitious' was the starting point of it all, something we agreed upon immediately. We are both superstitious", said Mr. Elbaz. "It's not about a collaboration, it's about friendship and respect."

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