

FRAGRANCE AND PERSONAL CARE

Norell creates coy nod to heritage in latest fragrance

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Norell New York's fragrance portfolio, including Norell Blushing. Image credit: Norell New York

By STAFF REPORTS

Parlux Frangrances' Norell New York is filling out its perfume portfolio with a mischievous scent.

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Norell, which was the first American designer fragrance when it came on the market in 1968, has been giving a second life through fragrances inspired by the eponymous brand founder's legacy. After two prior launches in 2015 and 2016, the brand is releasing the third scent in its collection, Norell Blushing.

Seductive scent

With this scent, Norell was looking to speak to independently minded, sophisticated women.

Norell Blushing opens with notes of nectarine, mandarin and pear, with heart notes of orange flower, lilac, Damask rose and jasmine.

The base of the scent features birchwood, vanilla and sandalwood with skin musks.

"Norell Blushing captures the sparkle and light of elegant femininity with a wink of playful mischief and a luminous love of life," said Yves Cassar, perfumer from International Flavors & Fragrances and creator of the scent.

The blush colored juice is housed in a flacon that includes a sparkling stopper.



Norell Blushing. Image credit: Norell New York

Continuing Norell's relationship with Neiman Marcus, the retailer was chosen as the exclusive launch partner of the fragrance. The 3.4 ounce bottles will retail for \$150 starting from August.

Beyond retail, Norell and Neiman Marcus have linked to bring the brand founder's story to a new generation.

The New School's Parsons School of Design teamed up with Parlux and Neiman Marcus for a couture curriculum that redesigned historic looks.

"Norell x Parsons" guided students as they created modern adaptations of American designer Norman Norell's iconic garments, learning how to run a contemporary fashion business in the process. Adding a commercial component to this challenge, one of the student designs was chosen by a Norell to be featured in the Neiman Marcus Christmas Book ([see story](#)).

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