

FRAGRANCE AND PERSONAL CARE

Louis Vuitton dives into masculine fragrance as it focuses on menswear

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Louis Vuitton invests in fragrances for men. Image credit: Louis Vuitton.

By BRIELLE JAEKEL

Following the recent reintroduction of perfumes to its product categories, French fashion label Louis Vuitton is venturing into the men's fragrance world for the first time.

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Five differing fragrances will fill out Louis Vuitton's men's fragrance launch, which the label says evokes "a masculine energy right on the skin's surface." Along with the fragrance release, Louis Vuitton has commissioned a short film to emphasize the notion of adventure captured with these scents.

Fragrance and menswear

Louis Vuitton's film for its new fragrances for men features a man on a quest for self-revelation.

He is shown climbing up stairs in an outdoor space with unique architecture that strays away from the norm.

As the man reaches the top of the structure, the film begins to cut between different scenes of him in varying weather and conditions, such as in the rain and amidst a sunset.

The scene ends with him standing atop a large natural cliff.

Louis Vuitton's master perfumer Jacques Cavallier Bellettrud created five scents, named L'Immensité, Nouveau Monde, Orage, Sura La Route and Au Hasard.

#LVParfums for Men

Breathtaking journeys: the new fragrances by **#LouisVuitton** evoke five different masculine energies, for adventurers on a quest for self discovery. Discover more at <https://t.co/bHCxtrGVTp> pic.twitter.com/rfU9R16PFG

Louis Vuitton (@LouisVuitton) **June 6, 2018**

Mr. Belletrud told the *New York Post* that it took him five years to complete the men's fragrances.

The label has only been selling fragrances for two years, while many of its contemporaries have long established presences in scents.

Louis Vuitton returned to the fragrance sector after a decades-long hiatus back in 2016.

Les Parfums Louis Vuitton launched in September 2016, after more than four years of research and development. The fragrance label is a license of French conglomerate LVMH, of which Louis Vuitton is the flagship brand and marked its first time back in scents in more than 70 years ([see story](#)).

#LVParfums for Men

Reinventing masculine codes, Au Hasard by #LouisVuitton combines woody virility and disarming sensitivity. See more at <https://t.co/tnHgFzPv3m> pic.twitter.com/NDSvdeMZjQ

Louis Vuitton (@LouisVuitton) [June 5, 2018](#)

Menswear refocus

Louis Vuitton's entrance into men's fragrances follows a shakeup within its menswear division. As the sector becomes more popular, the label hopes to up its capability in menswear.

The French fashion house placed Off-White founder Virgil Abloh at the helm of its menswear.

Mr. Abloh joined Louis Vuitton this March and is showing his first collection for the label this month during Men's Fashion Week in Paris. Known for his streetwear aesthetic, Mr. Abloh has collaborated with a number of luxury brands in the past, allowing them to meet consumer demand for more casual attire ([see more](#)).