

FRAGRANCE AND PERSONAL CARE

Nina Ricci translates fragrances into frozen treats

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Les Sorbets de Nina Ricci. Image credit: Nina Ricci

By STAFF REPORTS

French fashion house Nina Ricci is taking inspiration from a sweet treat in a seasonal trio of sorbet-inspired perfumes.

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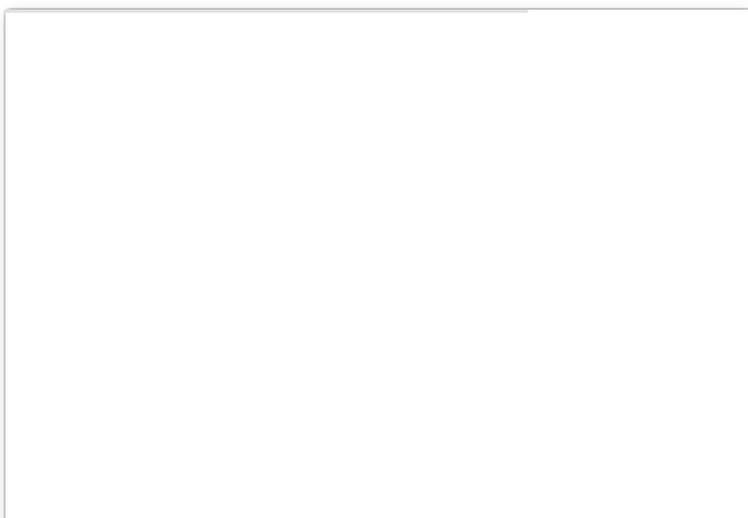
Les Sorbets de Nina Ricci come in bottles designed to look like a scoop of sorbet, with scents inspired by Amorino gelato. As the fragrances debut, Amorino is feting the launch with scent-inspired sweets.

Scooping up scents

Nina Ricci says this is its first ice cream partnership. The brand is releasing summery editions of its Nina, Bella and Luna fragrances in sorbet-style bottles.

As a playful touch, the fruit-shaped bottles are fashioned in pastel hues. Each also appears partly eaten, with a bite taken out of the side.

Promoting the trio, Nina Ricci is sharing animated scenes that show the bottles leaping off a diving board into a pool or being part of a synchronized swimming team.



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Nina Ricci x Amorino: It's a MATCH! #NinaRicciParfums
#MyRicciSplash #newfragrance #newflavour
@amorinogelato

A post shared by NINA RICCI Parfums (@ninaricci parfums) on ...

Instagram post from Nina Ricci

Coming full circle, the fragrance-inspired scents have also served as the basis for new branded ice cream flavors at Amorino. From April 15, the ice creams are available at the gelato maker's boutiques.

While this marks the first ice cream initiative from Nina Ricci, the label has previously looked to sweeten its scent offerings.

The brand sugarcoated its communications for the annual Les Délices de Nina fragrance interpretation.

Common in the fragrance sector, Nina Ricci re-releases Les Délices de Nina as a limited-edition version each year to explore different sources of scent inspiration without the commitment of developing a whole new fragrance.

Originally launched in 2006, the 2015 version of Les Délices de Nina was inspired by strawberry hard candies ([see story](#)).

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