

FRAGRANCE AND PERSONAL CARE

Gucci taps Harry Styles as face of unisex fragrance

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Gucci's campaign features an ensemble cast. Image courtesy of Coty

By STAFF REPORTS

Italian fashion label Gucci is adding to its fragrance portfolio with the creation of a "universal" scent designed to be timeless and genderless.

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Gucci's creative director Alessandro Michele conceptualized the fragrance, Mmoire d'une Odeur, around the idea of memories, connecting history to perfume. For the debut, Gucci is extending its relationship with musician Harry Styles, picking him as the star of the campaign's ensemble cast.

Scent of memories

For the Mmoire d'une Odeur campaign, Gucci worked with its frequent collaborator photographer Glen Luchford.

This marks Mr. Styles' first beauty campaign for the house, but the singer has previously appeared in efforts for Gucci tailoring ([see story](#)).

Appearing alongside Mr. Styles are individuals from the music, art and design worlds, including Harris Reed, Zumi Rosow, Ariana Papademetropoulos, Stanislas Klossowski de Rola, Olimpia Dior and Leslie Winer.

While the fragrance and the corresponding campaign are launching in August, Gucci teased the upcoming debut at its cruise 2020 runway show on May 28.

The fragrance campaign's faces attended the event at the Capitoline Museums.

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Kissing in the automatic photo booth at the #GucciCruise20 party at @palazzo_brancaccio, Mae Lepres @meimeilapres and @thomas_riguelle, two of the faces for the new universal scent #GucciMmoire d'une Odeur by @alessandro_michele. Image by photographer @bradelterman. Discover the Giphy designs for #GucciMmoire including photo booth style images featuring #HarryStyles and other faces from the campaign. #AlessandroMichele #GucciBeauty.

A post shared by Gucci Beauty (@guccibeauty) on May 29, 2019 at 8:17am PDT

Instagram post from Gucci Beauty

Gearing up for the launch, Gucci has also created a filter in its application that recalls vintage black-and-white photography. Playing off the idea of history, Gucci invites consumers to record their own memory.

Mr. Michele has been bringing new concepts to Gucci's fragrance lineup, which is produced through a license with Coty.

Gucci recently explored the chemistry of perfume in a fragrance collection that aims to inspire consumers to customize their scent.

The Alchemist's Garden features a series of perfumes and a scented candle that are designed to be layered and combined. As consumers crave individuality, Gucci is giving them the tools to be their own fragrance designer, expanding beyond its array of premixed juices to more traditional perfumery ([see story](#)).