

FRAGRANCE AND PERSONAL CARE

Chanel turns to Margot Robbie for new Gabrielle Chanel fragrance

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Margot Robbie is the face of Gabrielle Chanel Essence. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is extending its relationship with actress and ambassador Margot Robbie to its latest fragrance.

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Chanel has bottled up the essence of Gabrielle Chanel in a new scent, which will be marketed with a campaign fronted by Margot Robbie. Gabrielle Chanel Essence hits stores Sept. 1.

Bottling up Chanel

Ms. Robbie is becoming the face of the new fragrance as her most recent film releases in theaters. The actress is one of the stars in "Once Upon a Time in Hollywood," director Quentin Tarantino's latest film, which is being released on July 26.

Chanel teased the future campaign on its Instagram account.

For Chanel, this is not the first time it has sought to embody its namesake founder in a fragrance, as the brand previously released the fragrance "Gabrielle." Actress Kristen Stewart served as the face for the previous scent ([see story](#)).

The upcoming Gabrielle Chanel Essence scent will feature notes of white flowers jasmine, ylang-ylang, orange blossom and tuberose, according to a report from *Women's Wear Daily*. In-house perfumer Olivier Polge created the scent.

It will release in regions including Europe, United States, Canada, Latin, Central America, South Africa and Australia.

[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial) on Jul 16, 2019 at 3:00am PDT

Instagram post from Chanel

The French label brought the Academy Award-nominated actress along as part of its group of ambassadors on Hollywood's biggest day last year.

The "I, Tonya" actress stepped onto the runway before the Academy Awards on March 4, 2018 in a specially made Chanel dress, designed by Karl Lagerfeld himself. The moment marked the beginning of Ms. Robbie's relationship with the label, where she will act as a Chanel ambassador ([see story](#)).

Ms. Robbie has been the face of other collections such as Chanel's ski collection, Coco Neige fall 2018.

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