

FRAGRANCE AND PERSONAL CARE

Celine to launch fragrance line this fall

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Celine is launching a fragrance line this fall. Image credit: Celine

By STAFF REPORTS

French fashion house Celine is sharing a first look at its upcoming perfume collection, which is part of the brand's new direction under creative director Hedi Slimane.

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The haute perfumerie line will include 11 unisex scents for both night and day, with names such as Parade and Reptile. Slated to launch in October, this marks a re-entry into the aspirational category for Celine, potentially helping the brand engage a broader audience.

Celine scents

When Mr. Slimane was joined Celine in 2018, it was announced that the label would be expanding into additional categories, including menswear, fragrances and couture ([see story](#)).

Per *WWD*, Celine had a licensing deal with Interparfums, but the partnership ended in 2011 after about a decade. Since then, Celine has not released any fragrance collections.

Social media teasers for Celine's fragrance launch nod to Mr. Slimane's experience at Dior Homme, where he created the first colognes for the brand in 2004.

While Mr. Slimane was previously at Saint Laurent, which has a billion-dollar licensed beauty brand at L'Oreal Group, the designer made it clear that he did not have anything to do with the creative vision for the cosmetics.

"It is appropriate to precise that no creative direction has been given by Hedi Slimane on the market launches and on the choices of artistic elements, or definition of image, related to the product lines or the advertising campaigns of Yves Saint Laurent Beaut," the brand said in a statement from 2014.

At Celine, it is apparent that Mr. Slimane is taking more ownership of the perfume line's direction. He designed the rectangular glass bottles with black caps that house the scents, working with French artisan glassblowers.

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LA COLLECTION CELINE HAUTE PARFUMERIE CELINE HAUTE PARFUMERIE COLLECTION DEBUT 11 PARFUMS
MASCULIN FMININ POUR LE JOUR ET LE SOIR 11 MASCULINE-FEMININE PERFUMES FOR DAY AND NIGHT PARADE
SAINT-GERMAIN-DES-PRS DANS PARIS COLOGNE FRANSAISE BOIS DORMANT LA PEAU NUE RIMBAUD EAU DE
CALIFORNIE REPTILE BLACK TIE NIGHTCLUBBING #CELINEBYHEDISLIMANE #CELINEHAUTEPARFUMERIE

A post shared by CELINE (@celine) on Aug 19, 2019 at 11:01am PDT

Instagram post from Celine

The boxes for the perfumes are also minimalist, with embossed paper tied with a black ribbon.

Maintaining exclusivity, the collection will be sold solely at Celine boutiques when it launches in October.

Since joining Celine in February 2018, Mr. Slimane has put his own spin on the brand, including giving it a bricks-and-mortar update.

A new store concept was launched first in New York in February, and has since extended to a boutique in Tokyo. The brand's bricks-and-mortar spaces are the latest to get a minimalist look via Mr. Slimane as he brings his own touch to Celine ([see story](#)).