

FRAGRANCE AND PERSONAL CARE

Versace connects fragrance to high-fashion in unisex collection

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The Atelier Versace fragrance campaign celebrates the interactions between its dressmakers and models. Image courtesy of Versace

By SARAH JONES

Italian fashion label Versace is taking inspiration from its haute couture atelier for a fragrance collection that translates hand craftsmanship to perfume.

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The six unisex Atelier Versace scents are launching with a campaign featuring Versace's tailors candidly interacting with models in the brand's workshop. Making the connection between Versace's fragrances and its fashion creations reinforces the fact that the perfumes are Versace products, even though they may be produced through a licensing partnership.

"I think it's all to do with reflecting the heritage and history of its company and all the elements that it stands for luxury, heritage, materials, elements as opposed to a perfumer getting the credit for the fragrance," said Sue Phillips, bespoke perfumier and founder/CEO, [Scenterprises](#), New York. "Yes, a perfumer will create the fragrance, but the positioning is that it comes from the atelier."

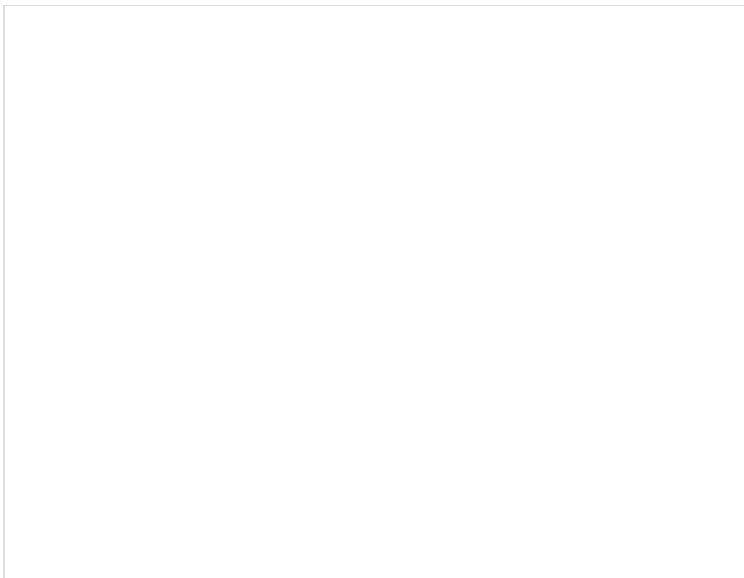
Ms. Phillips is not affiliated with Versace, but agreed to comment as an industry expert. [Versace](#) was reached for comment.

Scent of haute couture

The Atelier Versace line was developed in partnership with the brand's fragrance licensee EuroItalia. This marks Versace's first fragrance line designed with an agender approach.

Similarly to how an entire workshop worth of individuals creates Versace's fashion collections, the perfumes were developed by a series of noses.

Perfumer Marie Salamagne created Cdrat de Diamante, a citrusy scent that includes lemon and grapefruit along with woody notes.



Still life of Versace's Cdrat de Diamante perfume. Image courtesy of Versace

Nathalie Lorson developed two floral scents for the line: clat de Rose and Jasmin au Soleil.

Marypierre Julien sought to bottle up the fragrance of a Mediterranean summer with Figue Blanche, a mixture of figs, mandarin orange, neroli and bergamot.

Evoking Middle Eastern perfumes, Jordi Fernandez created Vanille Rouge, which blends Madagascar vanilla with praline and musk notes.

Perfumer Christophe Raynaud took inspiration from the idea of family, creating a sandalwood-based scent called Santal Bois.

Aside from inspiring Mr. Raynaud's fragrance composition, family is a central theme for Versace. The house's late founder Gianni Versace and his sister and current creative director Donatella Versace were given an appreciation for fine fabrics and tailoring from childhood due to their mother's profession as a seamstress.

The atelier is also said to function as if it were a family. This familial atmosphere is captured in the launch campaign for the fragrances.

A short film shows dressmakers at work as they fit models or hand sew garments. The fragrances become both a talking point and a prop, as tailors spray the scents and talk about their favorite perfumes from the collection.

Atelier Versace fragrance campaign

Campaign imagery also shows the relationship between tailors and the models they dress.

Versace was inspired by shots taken by photographer Richard Avedon in 1981, which captured models posing with the label's tailors. The house launched its haute couture line just eight years later in 1989 as an "experimental laboratory."

Keeping to the idea of high-fashion, the perfumes are housed in handmade bottles. Lighter scents are packaged in transparent glass, while deeper juices come in black containers.

All of the bottles feature metal caps with a Medusa motif.

"Personalization is so hot' right now and they are looking to link the fragrances to the fashion empire with single note ingredients, so that a consumer who likes rose or jasmine or woody can enjoy their personal' preference, linked to the Versace fashion that suits them most," Ms. Phillips said.

Versace is limiting the launch of its Atelier fragrances to select directed-operated boutiques and its own ecommerce store.

Luxury fragrances

Haute perfume collections are becoming a growing trend, with luxury fashion labels opting to create scent wardrobes.

France's Chlo is shining a light on the connection between fragrances and memories by releasing a collection of

nine scents created by a small group of perfumers.

For its Atelier des Fleurs collection, Chlo enlisted six perfumers to create a fragrance using their favorite flower or plant as inspiration for the scent. The minimalist fragrances are also meant to be layered together, encouraging consumers to create their own signature scent ([see story](#)).

Italian fashion label Gucci is also exploring 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](#)).

"Note-driven fragrances are becoming more popular because so many fragrances are complex without the distinction of the note," Ms. Phillips said. "So if you like a certain note, the multi-note fragrances don't give the importance to that one note and it all becomes a blend.

"Typically if a consumer likes a fragrance but one note stands out that he or she doesn't like, it will be a negative," she said.

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