

FRAGRANCE AND PERSONAL CARE

Gucci plasters artwalls with dreamy, free-spirited images for Mmoire d'une Odeur scent

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Gucci Mmoire d'une Odeur artwall in London. Image courtesy of Getty Images and Gucci

By STAFF REPORTS

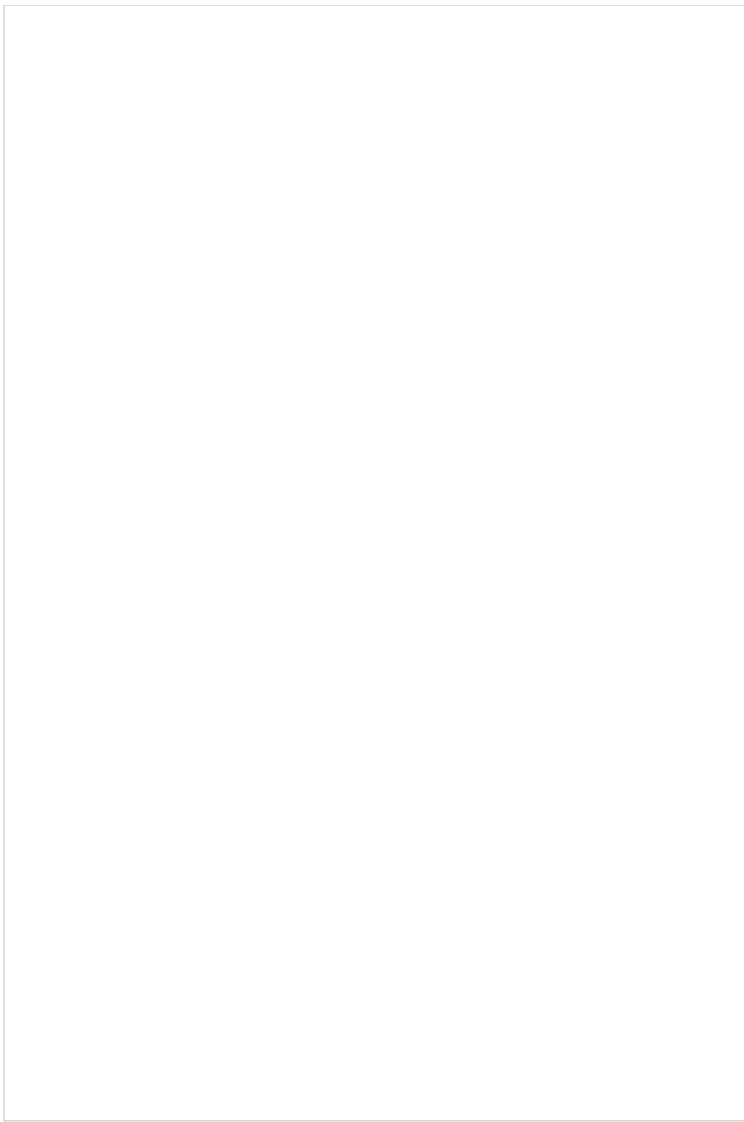
Gucci has launched new artwalls for its Gucci Mmoire d'une Odeur fragrance that bears house creative director Alessandro Michele's willingness indeed, enthusiasm for pushing boundaries to the nth degree.

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The new scent reflects Mr. Michele's vision of a universal fragrance that transcends gender and time, the company said. That is reflected in the artwalls in key cities worldwide.

With **Gucci Mmoire d'une Odeur**, Mr. Michele has imagined how the olfactory can explore the power of memories, bringing them back from the past and making them live in the present, per Gucci.

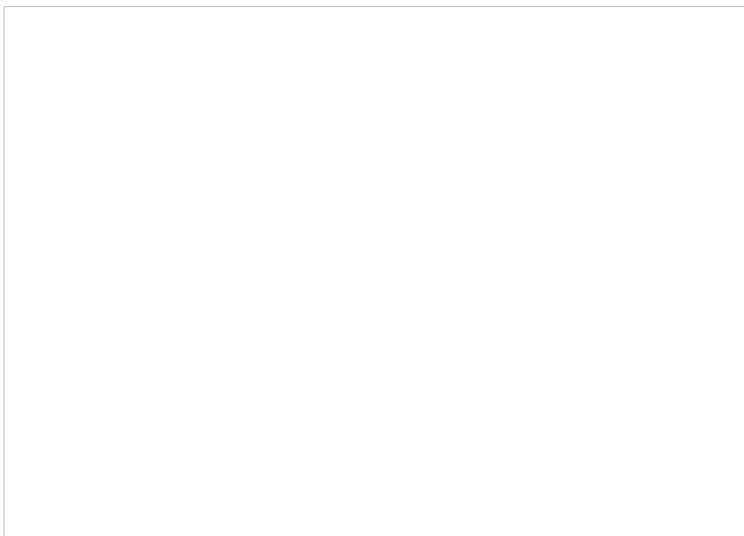
To express this "highly emotional dream-like conflation of the distant and the immediate," Mr. Michele worked with photographer Glen Luchford to present a suggestive image of an inclusive, genderless and ageless community.



Gucci artwall in Hong Kong for its Gucci Mmoire d'une Odeur fragrance campaign. Image courtesy of Getty Images and Gucci

Off the wall

In one snap, British singer, songwriter and actor Harry Styles leads a gathering of free-spirits, a contemporary family that embraces life by living in an independent, unencumbered way, making special memories together, as envisioned by Gucci.



Gucci artwall for Memoire d'une Odeur in Shanghai. Image courtesy of Getty Images and Gucci

Picnicking in golden sunlight in a wild field by an old ruin, the campaign cast also includes designer Harris Reed, musician/designer Zumi Rosow, artist Ariana Papademetropoulos, actor and musician Stanislas Klossowski de Rola, artist Olimpia Dior, and model and musician Leslie Winer (model and musician).

A highly evocative, relaxed and dreamy image of this group is now on artwalls this month in Lafayette Street in

Manhattan's SoHo district; Milan's Largo la Foppa in the district of Corso Garibaldi; just off East London's Brick Lane; Mexico City's Avenida de Michoacan in the La Condesa area; Shanghai's Fengsheng Li in Jingian District; Hong Kong's D'Aguilar Street in Lan Kwai Fong; and Yongkang Street, in Da'an District in Taipei.

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