

FRAGRANCE AND PERSONAL CARE

Cosabella steps into beauty sector with debut fragrance

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Cosabella x Litoralle Aromatica fragrance. Image credit: Cosabella

By LUXURY DAILY NEWS SERVICE

Italian luxury lingerie brand Cosabella is expanding its product offerings with the launch of a new beauty section and its first-ever fragrance.

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In collaboration with the Capsule Parfumerie brand Litoralle Aromatica, Cosabella is making its first step into the world of cosmetics. Each season, the brands plan to debut new scents paired with Cosabella's Never Say Never lingerie and color matched to the notes of each fragrance.

"For over 37 years, Cosabella has been synonymous with luxury Italian lingerie that is world-famous for blending traditional Italian artisanship with fashion forward innovations," said Guido Campello, co-CEO of Cosabella, in a statement. "We are thrilled to partner with Litoralle Aromatica as both of our brands are meticulously crafted to capture the essence of Italy and embody fine Italian craftsmanship."

Never Say Never

As of March 1, Cosabella's Never Say Never Bralette and thong in Sole will be paired with Cosabella x Litoralle Aromatics No. 1 SOLE fragrance.



The Never Say Never Set with the new fragrance. Image courtesy of Cosabella

Using Italian bergamot, lemon, mandarin and salt, the Cosabella x Litoralle Aromatica No 1 SOLE fragrance is intended to transport the consumer to the Mediterranean coastline with notes of oceanic musk. The scent was created by Art & Olfaction Awards 2020 Winner Linda Sivrican, founder and lead perfumer of Capsule Parfumerie.

Cosabella X Litoralle Aromatica No 1 SOLE (50 ml eau de parfum) retails for \$120, and Cosabella x Litoralle Aromatica No 1 SOLE with the Never Say Never Cutie Low Rise Thong in Sole is \$130.

The set of three (Cosabella x Litoralle Aromatica No 1 SOLE, Never Say Never Sweetie Bralette in regular or curvy and Never Say Never Cutie Low Rise Thong) both in Sole retails for \$145.

While many luxury brands have seen financial losses during the COVID-19 pandemic, one category that continues to thrive is lingerie. Certain areas of luxury fashion have suffered, with French luxury group LVMH Mot Hennessy Louis Vuitton pausing its ready-to-wear label Fenty and Italian fashion label Gucci reporting its revenue has fallen more than 22 percent since 2020.

As consumers adjust to routines that are more centered around their homes in conjunction with the accessibility of ecommerce, lingerie sales continue to climb during the pandemic ([see story](#)).