

FRAGRANCE AND PERSONAL CARE

Oscar de la Renta unveils latest fragrance

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Alibi eau de parfum is now available online and in-stores. Image credit: Oscar de la Renta

By LUXURY DAILY NEWS SERVICE

U.S. fashion house Oscar de la Renta has launched a new fragrance as it continues to invest in the category.

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While Oscar de la Renta already has a rich fragrance portfolio, the Alibi eau de parfum is the first release under co-creative directors Laura Kim and Fernando Garcia. Model Irina Shayk fronts the campaign for the scent, which was inspired by the label's classic Alibi handbag.

"Our vision for the Alibi fragrance was to express the evolution of the Oscar de la Renta woman, and the duality of her modern femininity; chic and sensual yet empowered," Ms. Kim said in a statement. "The world evolves, and Oscar always told us to evolve with it."

Alibi

The Alibi fragrance has notes of mandarin, ginger blossom, vanilla orchid, praline and amberwood. The bottle recalls the Alibi handbag, from its rectangular shape to the pump which mimics the bag's hardware.

Fashion photography duo Luigi and Iango shot the campaign with Ms. Shayk in New York while observing social distancing guidelines.

Irina Shayk for Oscar de la Renta Alibi

The model struts around a glamorous hotel suite wearing a black velvet gown with a plunging neckline and built-in necklace. She carries a black and silver Alibi bag to reveal the eau de parfum inside.

"Whatever happens, I have my alibi," Ms. Shayk coyly says to the camera.

In 2019, Oscar de la Renta renewed its licensing partnership with fragrance maker Inter Parfums through 2031.

Oscar de la Renta originally signed with Inter Parfums in 2013 and was not set to expire until 2025. Before its partnership with Inter Parfums, Oscar de la Renta's fragrance business had been operated in-house since 2009, when it ended its licensing agreement with L'Oreal ([see story](#)).

Other women's fragrances from the brand include Volupte Tendre, Bella Rosa, Bella Blanca and Essence.

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