

FRAGRANCE AND PERSONAL CARE

Louis Vuitton launches new unisex cologne perfume

April 2, 2021



"On the Beach" unisex fragrance by Louis Vuitton. Image courtesy of Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion brand Louis Vuitton has released a beach-inspired unisex fragrance aiming to capture the emotions of a sunny day at the beach.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Featuring notes of yuzu, neroli and aromatic herbs, "On the Beach" balances citrus and florals, evoking the West Coast ambiance of freedom, passion and creativity. A surfboard and made-to-order fragrance trunk complete the new package.

On the Beach

Inspired by his hometown of Los Angeles, contemporary multi-media artist Alex Israel designed the bottle, packaging and accessories for the "On the Beach" fragrance.

With the final product, Mr. Israel aimed to reflect the city's contrasts and architecture, where a blend of Hollywood fantasy, technological vanguardism and old-world European and Hispanic inflections create a unique landscape.



Actress Eiza Gonzalez brings the experience of "On the Beach" to life in Los Angeles alongside the collection. Image courtesy of Louis Vuitton

One of the artist's famous "Untitled (Flat)" gradient paintings, inspired by the oceanfront facades of Los Angeles in combination with the sun and sea, is seen across all the pieces of the fragrance package.

Created by Louis Vuitton's master perfumer Jacques Cavallier Belletrud and following in "On the Beach" is the fifth fragrance in a collection focused entirely on the West Coast.

"It opens with brightness and becomes a caress," Mr. Belletrud said in a statement. "Yuzu creates that brilliance a rare citrus from Japan that I've been passionate about for 30 years.

"It has a complex scent, like a cross between grapefruit, mandarin and orange," he said. "It's a cardinal, lively note that sweeps into an explosion of freshness."

In a separate effort to evoke emotions of summer days by the sea, Louis Vuitton released a colorful ode to warmer days ahead, promoting its summer collection. The collection and campaign feature the soft colors of sunrise and vibrant shades of sunset with a Monogram gradient, as well as a nostalgic film reflecting on a summer day at the beach ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.