

FRAGRANCE AND PERSONAL CARE

## Gucci taps Miley Cyrus as face for latest fragrance

June 18, 2021



*Miley Cyrus is the face of Gucci Flora Gorgeous Gardenia. Image credit: Gucci*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is calling on a popular American singer and actor for its latest fragrance campaign.

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Popstar Miley Cyrus is the new face of the Gucci Flora Gorgeous Gardenia scent. In continued celebration of its 100th anniversary, Gucci will release a series of photos and short films starring Ms. Cyrus for the new perfume.

Miley x Gucci

Gucci was garnering excitement ahead of the announcement of the newest fragrance face.

Have you heard? [#GucciBeauty](#) has a new face. Stay tuned to discover more.

[#AlessandroMichele](#) [pic.twitter.com/OAYqCKorNg](https://pic.twitter.com/OAYqCKorNg)

gucci (@gucci) [June 18, 2021](#)

Born Destiny Hope Cyrus, Ms. Cyrus has a history with the Italian fashion label, most recently with the singer directing a short film for Gucci's Aria campaign in April.

Ms. Cyrus also sported a custom Gucci top during her pre-Super Bowl performance in February.

The singer joins fellow Gucci ambassadors including British singer and actor Harry Styles, American singer and actor Jared Leto and British singer Florence Welch.

Gucci will be releasing images featuring Ms. Cyrus ahead of the launch of its new fragrance, which will be available starting July 30 on the brand's website and Aug. 1 in select Gucci stores worldwide. The new campaign will be shot by photographer Petra Collins with Gucci creative director Alessandro Michele.

In 2019, Gucci added to its fragrance portfolio with the creation of a "universal" scent designed to be timeless and genderless. For the debut, Gucci extended its relationship with musician Harry Styles, picking him as the star of the

campaign's ensemble cast ([see story](#)).

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