

FRAGRANCE AND PERSONAL CARE

Gucci offers flora' escapism with Miley Cyrus campaign

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

By SARAH RAMIREZ

Italian fashion label Gucci has enlisted singer and actor Miley Cyrus for a free-spirited fragrance campaign.

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Ms. Cyrus appears in the "Flora Fantasy" campaign, a cheerful and colorful effort that pays homage to Japanese pop culture. With a public persona that is both sweet and edgy, the former child star exemplifies Gucci's values of self-expression and inclusivity.

"Gucci is renowned for its very strong brand image that focuses on sophistication, high-class, high-quality and innovation," said Romey Louangvilay, head of communications and creative strategy at [ELMTNL](#), New York.

"At first glance, it might seem a bit strange to have Miley Cyrus as the face of a Gucci perfume line, but she's current, outspoken and has continued to evolve her music," he said. "She's Gucci's customer base for this generation."

Flora Fantasy

Directed by Petra Collins, the film opens with a whimsical melody and a wide shot of a candy pink house.

Ms. Cyrus is found in the house's overgrown garden surrounded by flowers and her pets.

Miley Cyrus goes from a magical garden to an anime dream

The star's cover of "Delicious," a 1995 pop rock track by Shampoo begins playing as a montage shows her exploring the garden. She sniffs some comically large flowers as the song continues.

"You're so old and we're so young," Ms. Cyrus sings. "We're gonna have some fun, cause we want to!"

She walks from the garden to the house's front porch, opening the door to reveal a pristine beach.

Ms. Cyrus steps through to the sandy scene. She is seen spritzing a pink bottle of Gucci Flora Gorgeous Gardenia, running with her poodle and playing an electric guitar in a matching shade of pink.

The perfume bottle is seen falling dramatically against the blue sky but as Ms. Cyrus reaches out for it, the scene is transformed into an anime.



The anime version of Miley Cyrus in Flora Fantasy. Image credit: Gucci

Flower petals emerge from the perfume bottle, changing the setting back into a flower garden. An animated version of the singer floats by the flower beds before returning to the beach, this time at sunset.

The animated character holds the magical bottle again, and the camera zooms into the flowery label.

A gardenia bloom slowly opens, and a burst of flower petals marks the transition back to live action. The flower reveals Ms. Cyrus posing inside for a final campy twist.

Gucci ambassadors

Ms. Cyrus joins other musically-inclined stars who have appeared in Gucci campaigns, including British singer and actor Harry Styles, American singer and actor Jared Leto, American singer Lana Del Rey and British singer Florence Welch.

In early 2019, Mr. Leto, the face of Gucci Guilty since 2016, starred alongside Ms. Del Rey in an Americana-themed campaign ([see story](#)).

That fall, Mr. Styles appeared as the face of Mmoire d'Une Odeur, a unisex scent. The ethereal, vintage-style vignette was set in the Roman countryside, reminiscent of the fragrance's scent of Roman chamomile ([see story](#)).

Ms. Cyrus has been developing a closer relationship with Gucci in recent months.

The singer directed a short film for Gucci's Aria campaign in April. She was then announced as the face of Gucci Flora Gorgeous Gardenia in June, offering a quick tease of the campaign ([see story](#)).

"Miley's all about rock n' roll with her platinum-blond mullet and she's current," Mr. Louangvilay said. "If you think about it, it's sort of innovative in how Gucci combines her look, which many would assume would go against a flowery smell, with their floral scents.

"Most commercials would have chosen a singer or celebrity who's public persona is softer and would more closely align with a floral perfume."