

FRAGRANCE AND PERSONAL CARE

Gucci, Miley Cyrus continue celebrating individuality through fragrance

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Miley Cyrus, the face of the new Gucci fragrance, talks about how the perfume reminds her of her garden. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion label Gucci is offering behind-the-scenes footage of its latest fragrance campaign, starring the face of Gucci Flora, Miley Cyrus.

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In a new vignette, viewers watch as the singer and actor discusses the connection between Gucci's fragrance and the expressive, calming elements of gardening. With rosy aesthetics that parallel the overall campaign, the behind the scenes short is a treat for consumers who associate fragrances with the feelings they elicit, including the feeling of peace within nature.

We all have different notes

The short film opens with Ms. Cyrus standing in a stunning garden filled with disparate types of flowers, as the singer's cover of Shampoo's "Delicious" plays in the background.

As the camera pans around the space, Ms. Cyrus takes time to smell a pink rose and discuss how Gucci's perfume reminds her of time spent in her garden. The singer examines and clips a few flowers and describes gardening as a bonding experience.

First seen on Gucci Beauty, [@MileyCyrus](#) takes time out from shooting the Gucci Flora Gorgeous Gardenia campaign to talk about what the fragrance means to her. Video by Alana O'Herlihy [@Lil_Mami_Lani](#) Discover [#GucciBeauty](#)'s joyfu flora scent: <https://t.co/dBsXaHCq8H>
pic.twitter.com/0aDZYAXTQB

gucci (@gucci) [August 27, 2021](#)

"The Flora Fantasy is about being who you really are," she says.

She elaborates on the connection between gardening, the fragrance and humanity. As Ms. Cyrus explains, all three

entities are several things at once.

"None of us are made up of only one ingredient," she says. "We all have different notes."

The scent, inspired by the gardenia flower is blended with notes of jasmine, pear and brown sugar.

The packaging, first created by artist and illustrator Vittorio Accornero for Gucci in 1966, has been reimaged with a design inspired by Alessandro Michele's vision. The fragrance is encased within a new, elongated pink lacquer glass bottle, crafted partially from recycled glass, topped with a gold cap.

The full "Flora Fantasy" campaign is 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 ([see story](#)).

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