

FRAGRANCE AND PERSONAL CARE

Louis Vuitton, Marc Newson unveil 5-figure fragrance bottles

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The bottle holds one liter of fragrance. Image credit: Louis Vuitton

By NORA HOWE

French fashion house Louis Vuitton has collaborated with renowned industrial designer Marc Newson to bring consumers the new Flacon d'Exception, a collection of fragrances in a limited edition bottle.

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A first for the French brand, the perfumes are presented in specially designed one-liter bottles made of Baccarat crystal. Only 200 units of the perfume bottles have been created, and retail at \$16,500.

Flacon d'Exception

While Louis Vuitton has frequently worked with Mr. Newson in the past ([see story](#)), this creative collaboration was the first to incorporate French crystal maker Baccarat.

Inspired by century-old glassblowing techniques of the brand, Louis Vuitton created its perfume bottles using Baccarat crystal. Fellow LVMH house Guerlain has also collaborated with the crystal maker for past fragrance releases ([see story](#)).

In a short film accompanying the announcement, Louis Vuitton showcases the process of blowing crystal from heat and movements to the precision needed in hand-painting the perfume's cap.

The Baccarat glassblowing process was used to create Marc Newson's iteration of the Louis Vuitton bottle

The vignette goes inside the Baccarat glassblowing studio to share an authentic sense of where this journey started.

The Flacon d'Exception rests on a base made of beige leather featuring the Louis Vuitton logo and is enclosed by a glass dome like a sculpture on a pedestal.

"For the Flacon d'Exception, I wanted to create something whimsical and fun that's also very functional," Mr. Newson says of the project. "It's scaled up to a sculptural dimension and takes inspiration from vintage fragrance displays."

Mr. Newson is a widely influential designer, having worked across a variety of disciplines and sectors. He has collaborated with some of the most well-known brands in the world, from technology and transportation to fashion

and fragrance.

The bespoke bottle houses three Louis Vuitton fragrances created by house perfumer Jacques Cavallier-Belletrud: Rose des Vents; Matire Noire; L'Immensité.



Only 200 bottles were crafted for this collaboration. Image credit: Louis Vuitton

Rose des Vents features evident notes of rose, Matire Noire showcases a blend of patchouli and agarwood and L'Immensité smells of ginger and grapefruit. Prices for the standard editions of the fragrance start at \$265.

Industrial design in luxury

Luxury brands often tap the creativity and craftsmanship of world-famous artists and designers to create spectacle pieces and elevate their brands.

In September 2021, Italian automaker Ferrari and its parent company Exor announced a long-term, multi-year collaboration with renowned designers Sir Jony Ive and Mr. Newson of the creative collective LoveFrom. Projects that come from the new partnership will combine Ferrari's passion for performance with LoveFrom's experience and creativity ([see story](#)).

In October 2021, Louis Vuitton spotlighted the power of creativity and design with a collection of fragrances in collaboration with esteemed Canadian-American architect Frank Gehry.

Considered the [most important architect of this age](#) by Vanity Fair, Mr. Gehry has designed some of the world's most recognizable structures and buildings, such as the Guggenheim Museum in Bilbao, the Walt Disney Concert Hall in Los Angeles and the Louis Vuitton Foundation in Paris. For the Les Extraits collection, the architect reimagined Marc Newson's original bottle design to reflect the perfume's movement and transparency ([see story](#)).

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