

FRAGRANCE AND PERSONAL CARE

Off-White introduces first beauty line

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The Paperwork line, officially introduced this week, begins with four fragrances. Image credit: Off-White

By LUXURY DAILY NEWS SERVICE

American fashion house Off-White has entered the beauty and personal care sector with the debut of its first line, Paperwork, which the brand describes as a beauty toolkit.

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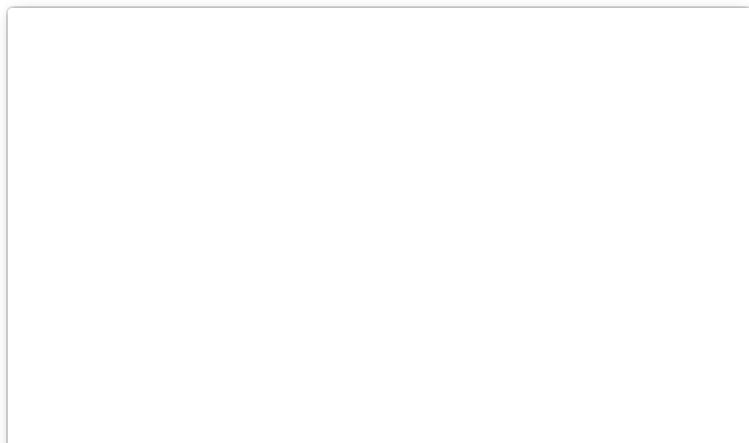
The initial launch of the collection includes four fragrances, titled "Solutions," which aim to explore the idea of fragrance as a statement of self. Crafted by the late Virgil Abloh, in collaboration with perfumers Alexis Dadier, Jerome Epinette and Sidonie Lancesseur, the four "Solutions" take inspiration from '90s nostalgia and the natural elements and point to the creative director's love for self-expression.

Paperwork

The collection was **first teased** during Off-White's fall/winter 2022 show at Paris Fashion Week earlier this year, but was officially announced via Instagram this week.

Solution No. 1 is described as an everyday fragrance inspired by the textures, colors and smells of sand, symbolic of various cultures and beaches around the world.

Solution No. 2 features notes of tangerine leaves and orange blossom with vetiver and cedarwood to create a juxtaposition of fragrance.



[View this post on Instagram](#)

A post shared by Off-White (@off__white)

The new line honors Virgil Abloh's admiration of creativity and connection

Solution No. 3 intends to be a contemporary take on classic perfume, expanding the scent of rose to new horizons.

With Solution No. 4, Off-White hopes to combine elements of nature into an urban environment, bringing notes of eucalyptus, lavender, wood and leather together as one.

Each fragrance is held in an industrial, lab-like glass with a grip control knob replicating the manufacturing process to connect the consumer with the maker of the product.

Retailing at \$185, the Off-White Solution fragrances are available in Europe and the United States online at [off-white.com](#), at online retailer [Farfetch](#) and in select Off-White boutiques in Europe.

Farfetch recently launched its own beauty platform to inspire a new generation of luxury fashion and beauty consumers. The retailer's approach to the new platform is in line with its core value: using the power of community to remove boundaries in gender, identity, age, culture, race and more ([see story](#)).

With this in mind, the launch of Off-White's first fragrance on Farfetch is a fitting partnership.

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