

FRAGRANCE AND PERSONAL CARE

Gucci Beauty introduces new Flora fragrance featuring interactive digital activation

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The luxury brand marks a new chapter of its Flora Fantasy campaign with the release of Gucci Flora Gorgeous Jasmine, pictured left. Image credit: Gucci Beauty

By AMIRAH KEATON

Italian fashion label Gucci is fronting animation-fueled visuals in celebration of a new fragrance, pairing the launch with a digital activation and limited edition products under its luxury perfume and makeup arm.

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With the release of novel scent Gucci Flora Gorgeous Jasmine, Gucci Beauty marks a fresh chapter of its Flora Fantasy campaign. The latest thematic adventure from the Coty-backed company is the second part of a larger marketing effort launched last summer, which tapped pop-punk princess and singer-songwriter Miley Cyrus as its face.

"Miley Cyrus is an artist with a spirit that is both rock n' roll and eclectic at the same time," said Alessandro Michele, creative director at Gucci, in a statement.

Anime abound

Kawaii-style graphics ornament the Gucci universe and visually dominate the luxury brand's recent releases, with Cyrus at the core.

Both rounds of the iterative campaign, the former of which was rolled out last year using a campaign film by Canadian artist and director Petra Collins, star Miley Cyrus. Yet, this chapter from Gucci Beauty features a few new standout elements.

First up? The latest Gucci Flora scent, led by radiant Grandiflorum Jasmine notes.

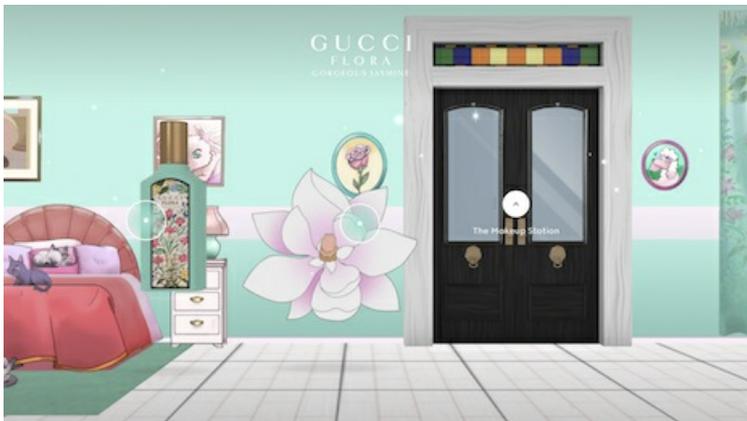
Gucci Flora Gorgeous Jasmine's base notes of Sandalwood and Benzoin take its composition for a sensual spin, while Mandarin Essence and Magnolia Accord ingredients deliver a joyful serenity. The scent compliments the line's original fragrance, Gucci Flora Gorgeous Gardenia.

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A post shared by @gucci

Released in conjunction with the fragrance and inspired by the scent, Palette Beaut Des Yeux Gorgeous and Rouge De Beaut Brilliant Flora are Gucci Beauty's first limited-edition makeup palette and lipstick, respectively. The must-haves are encased in the same distinctive Flora pattern as their Eau de Parfum counterparts.

Perhaps most distinct of all, though, is the digital buildout, which allows online visitors to be fully immersed in the Flora Fantasy world.



A digital buildout dubbed "Flora Fantasy World" allows online users to immerse themselves in new brand launches. Image credit: Gucci Beauty

Those of millennials and Gen Z origins alike are bound to experience a wave of nostalgia from the branded microsite, reminiscent of early 2000s online games.

Comprised of virtual rooms including "The Porch", where visitors can learn more about the Jasmine and Pear Blossom accord behind the product, and "The Makeup Room", where users are prompted to try on looks composed by Gucci's global makeup consultant upon clicking on a vanity mirror in the virtual space, the anime-style microsite was undoubtedly designed with gaming in mind, serving as a huge digital bonus draw.

Animation Abound

With a direct nod to Japanese culture, Flora Fantasy campaign images use many illustration styles popular across the APAC region.

A combination of kawaii, meaning cute within the Japanese community, and anim, the Japanese word for

animation, bring visuals to life across various mediums for Flora Fantasy. Campaign films opt to picture both Cyrus herself, as well as her characterized form, while a banner-style image laying across Gucci Beauty's Instagram grid showcases an anim version of the star.

Cartoonized figures have begun trending amongst elite high fashion entities, as brands work to innovatively engage a younger, more international consumer while providing new experiences to existing audiences via the digital realm.

In July, LVMH-owned fashion house Givenchy debuted a limited-edition capsule collection in collaboration with Disney featuring animal characters and spotted motifs from the 1961 animated film, "101 Dalmatians" ([see story](#)).

Balenciaga welcomed cartoon classic "The Simpsons" into the world of luxury last year, debuting a short episode of the program where characters walked the runway in designer selects from the brand, simultaneously staying true to the program's revered clever, sarcastic humor and the transformative power of high-end fashion ([see story](#)).

Clearly, fashion's animated whitespace is filling quickly.

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