

FRAGRANCE AND PERSONAL CARE

Bulgari ushers in era of roses with new perfume

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A scene from Bulgari's campaign film "Rose Goldea Blossom Delight: A Look Behind the Fragrance." Image credit: Bulgari

By AMIAH TAYLOR

Roman jeweler Bulgari is giving fragrance its flowers with the brand's latest olfactory offering.

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The nose behind the new release is master perfumer Alberto Morillas, who has concocted notable cult favorites such as Giorgio Armani Acqua di Gi and Marc Jacobs Daisy. Rose Goldea Blossom Delight smells of infused rose petals and floral rose musk and celebrates the essence of femininity.

"A fragrance invites all aged audiences to sample and enjoy their brand," said Rebecca Miller, founder/CEO of **ARTful Communication**, New York.

"In this regard, it is a powerful marketing tool. It is often an entry point and is recognized by others as a symbol of style," she said.

Ms. Miller is not affiliated with Bulgari, but agreed to comment as an industry expert.

Behind the scenes

The campaign film for Bulgari's Rose Goldea Blossom Delight aired on Aug. 8 and offers a sneak peek at the origins and inspiration for the Eau de Parfum.

Mr. Morillas, dressed in a navy suit and tie and surrounded by lush white and pink varieties of roses, begins the film by declaring that roses are his favorite flower. Second to none in femininity and beauty, roses have the dual nature of being delicate and powerful, he explains.

The campaign film for Bulgari's Rose Goldea Blossom Delight

Multicolored petals cascade onto Bulgari's pink-hued bottles of perfume, which form a bed of silken flowers.

The aim of the fragrance was to evoke the emotions of a rose as it exists in nature, the master perfumer says.

The distinctive olfactive palette of a rose is complex and changes markedly from day to night. The flowers can emit a fragrance that ranges from herbal to musky and woody.

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A post shared by BVLGARI Official (@bulgari)

An image of a female model and Bulgari's Rose Goldea Blossom Delight

To encapsulate a day in the life of a rose is a perfumer's dream, Mr. Morilla says.

The film ends with the master perfumer remarking that the key to a lively perfume is movement.

Mr. Morilla calls the process of perfuming "the ultimate art of creation."

"Fragrance is one of the few luxury items that allows the product to actually fuse' with the consumer and smell evokes a much more powerful emotional bond and history stamp as we wear it through the narrative of our life," said David Friedman, cofounder of [WealthQuotient](#), New York.

Mr. Friedman is not affiliated with Bulgari, but agreed to comment as an industry expert.

Womanly scents

Bulgari is not the only luxury perfumer to try to create a feminine scent with roses as a highlighted ingredient.

Estée Lauder-owned luxury fragrance brand Aerin Beauty's rose campaign is centered around the feminine beauty of the flower as well ([see story](#)). Italian fashion label Salvatore Ferragamo also created a woman-oriented perfume that pays homage to a love of life ([see story](#)), though as luxury companies attempt to keep up with the ever-changing interests of their consumer base, evolving gender identities should be kept in mind.

A record 7.1 percent of U.S. adults self-identify as LGBTQ as of 2021 and Gen Zers are driving the growth, according to a survey from [Gallup](#). That figure is up from 5.6 percent in 2020.

In addition, about 12 percent of millennials consider themselves gender nonconforming, citing a report from [GLAAD](#). Thus, when companies participate in gendered marketing they can miss out on a notable section of the population, which may negatively impact sales.

However, while Bulgari's advertising emphasized femininity, the branded language never explicitly tied femininity to womanhood, leaving room for personal interpretation.

"This campaign is philosophically undergirded by the inextricable link between roses and femininity in its most quintessential form a generalization that may be scrutinized against the backdrop of gender democratization," Mr. Friedman said.

"Yet, by focusing on the cascading narrative, the roses' olfactory metamorphosis, they have perhaps circumnavigated

such potential criticism."

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