

FRAGRANCE AND PERSONAL CARE

Dior debuts alcohol-free perfume

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The new fragrance retails between \$118 and \$124. Image credit: DiorBeauty

By LUXURY DAILY NEWS SERVICE

Parisian fashion label Dior is launching a new fragrance composition, J'adore Parfum D'eau, formulated entirely free of alcohol.

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By removing alcohol from the ingredients list, Dior is hoping the floral notes featured in the fragrance will be unrestrained and displayed in a fresh new light. The new fragrance highlights orange blossoms, jasmine sambac and magnolia.

New era for fragrance

Marked by its white flower contents and classic jewel-shaped bottle in rebranded opalescent packaging, Dior aims to bring consumers a natural, fresh scent, reminiscent of its traditional aromas with its patented water-based reinvention of the J'adore fragrance.

[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

According to a recent study by Coresight Research, fragrance and beauty can easily be positioned as the first steps to luxury for aspirational affluents. The report also details how luxury brands extending into beauty and fragrance products improves marketing power and thus overall profitability.

Luxury products offer distinction, signal wealth and denote taste for many consumers. Purchasers long for this differentiation and are willing to pay premiums to attain aspirational brands.

Luxury fashion labels launching namesake eau de parfums and fragrances is not a strictly modern approach.

While beauty products typically gain a cult following for their efficacy, fragrance is a more psychological and sensory experience with a completely different type of staying power ([see story](#)).

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