

FRAGRANCE AND PERSONAL CARE

Burberry Her Elixir de Parfum encourages ethereal freedom

October 14, 2022



British model Fran Summers returns to act as the face of Burberry Her Elixir de Parfum. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion house **Burberry** is finding its inner angel with the new Burberry Her Elixir de Parfum.

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In a new campaign starring British model Fran Summers, the fragrance emanates its sensual feel. Burberry Her Elixir de Parfum is enclosed in a warm dusty-rose colored bottle, reflecting its outwardly feminine essence.

An elusive elixir

The fashion house is aiming to provide consumers with a fragrance that channels an ethereal free-spiritedness. Burberry hopes the new perfume will aid consumers on embracing the excitement of their next quest.

Ms. Summers returns, once again modeling for the new fragrance, wearing a taupe dress and a mammoth pair of angel wings. Captured by Italian-American photographer Mario Sorrenti, Burberry taps Ms. Summers to convey its mythical reinvention of the modern woman.

[View this post on Instagram](#)

A post shared by Burberry Beauty (@burberrybeauty)

The new fragrance is available for purchase on Burberry.com

The British model originally served as the face of the Burberry Her campaign in 2020 under the creative direction of Riccardo Tisci, who recently left the fashion house.

Burberry Her Elixir de Parfum features fruity notes, with an emphasis on dark red berries and hints of vanilla and amber.

The Her Elixir de Parfum is available in 100 milliliter, 50 milliliter and 30 milliliter bottles at varying price points.

Burberry often chooses a narrative approach in marketing its fragrances.

In 2021, Burberry is rode off into the sunset with a Hollywood star for its then-latest men's fragrance.

In a vignette, American actor Adam Driver embarked on a suspenseful journey on a beach with a horse. He engaged in a physical race with his horse counterpart and a mental battle with himself while serving as the face of Burberry Hero, the first fragrance created by then-creative director Mr. Tisci ([see story](#)).

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