

FRAGRANCE AND PERSONAL CARE

## Iris Law stars in Versace's Dylan Purple fragrance campaign

October 31, 2022



*Iris Law is the new face of Versace's Dylan Purple campaign. Image credit: Versace*

By LUXURY DAILY NEWS SERVICE

Iris Law is the face of Versace's new fragrance, Dylan Purple, as the Italian fashion brand continues to tap high-octane talent for its expanding scents line.

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Imagined as an all-day-and-night beach party, the 60-second film embodies the fragrance itself, which aims to transport every wearer to an "endless summer."

"I love Iris," said Versace creative chief Donatella Versace in a statement. "She has carved her own path. She has an amazing spirit. She is gorgeous, smart and a little bit wild a true Versace girl.

"For me she is the perfect face for our fragrance," she said. "She brings it to life with great personal style, energy and fun."



*Versace goes with an "endless summer" theme for its new Dylan Purple fragrance. Image credit: Versace*

Scents and sensibility

Dylan Purple, released in September, is the latest in **Versace's** Dylan fragrance series, which also includes Dylan Blue and Dylan Turquoise.

The video, directed by Gordon von Steiner, continues his vision from the campaigns for Dylan Blue and Dylan Turquoise, which star Bella Hadid and Hailey Bieber, respectively.

Ms. Law dons glittering purple for her turn as a beachy face of the Dylan line. This is her second campaign for the brand.

The Purple fragrance includes notes of bergamot, orange and juicy pear.

*Dylan Purple with Iris Law: Campaign film by Versace*

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