

FRAGRANCE AND PERSONAL CARE

Acqua di Parma gets contemporary update from frequent fashion collaborator Samuel Ross

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The limited-edition collection takes its inspiration from European cityscapes. Image credit: Acqua di Parma

By LUXURY DAILY NEWS SERVICE

LVMH-owned perfumer **Acqua di Parma** is giving its signature scent a temporary new home one inspired by London's industrial architecture.

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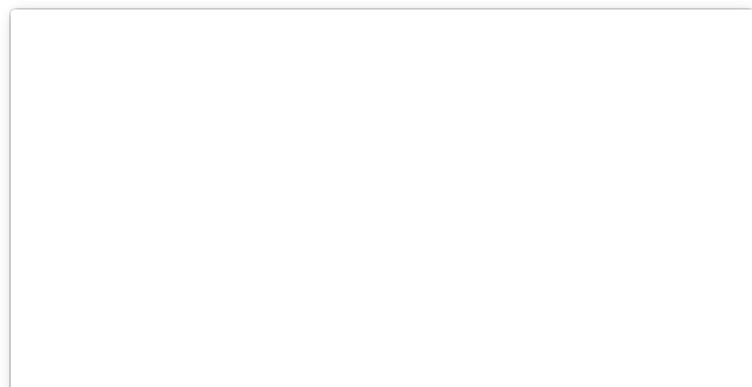
The Italian scent master has entrusted designer Samuel Ross a Virgil Abloh protégé best known for his label A-COLD-WALL* to contemporize the bottle that contains the classic Colonia fragrance.

Colonia Limited Edition, designed by Samuel Ross is the first release from a three-year-long partnership between brand and artist.

New take, old classic

Founded in Milan in 1916, Acqua di Parma has long flown the flag for Italian heritage and tradition.

As part of its centennial celebration in 2016, the house teamed with fellow Italian brand Aurora, a manufacturer of fine writing instruments founded in Turin in 1919. Together, they created a collection of pens which included a fountain model with 14-karat calligraphy nib ([see story](#)).



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A post shared by Acqua di Parma (@acquadiparma_official)

The perfumer has paid homage to works of Old World Masters while championing the country's contemporary art scene. In 2015, Acqua di Parma produced its first exhibition, *I'll Be There Forever/Sense of Classic*, wherein six Italian artists reinterpreted classic works using updated materials and technologies ([see story](#)).

Now, the brand is updating its own classic work the iconic Art-Deco bottle containing the flagship citrus and bergamot scent Colonia with the help of one of contemporary fashion's most in-demand collaborators.

Working on behalf of his SR_A studio, Mr. Ross has previously lent his vision to Swiss watchmaker Hublot and sneaker giant Nike, to name but a few.

The British designer's update for Acqua di Parma is influenced just as much by the cityscape of London as it is by the brand's native Milan, and moreover by the designer's experience of traveling frequently back and forth between the two.

As part of his Colonia update, Mr. Ross dressed the bottle's label in one of three simple colors.

Those colors Grass Blade Green, Ultra Orange and Sunrise Yellow are meant to cast a hue through the transparent bottle onto the fragrance contained therein. The effect is meant to recall sunlight refracting off urban structures at midday.

The limited-edition release will be available globally beginning on March 15. More information can be found [here](#).

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