

FRAGRANCE AND PERSONAL CARE

Guerlain welcomes California superbloom with rainbow fragrance

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Florabloom joins the sustainable Acqua Allegoria collection. Image credit: Guerlain

By EMILY IRIS DEGN

As a rare phenomenon is potentially emerging in the desert, French beauty brand Guerlain is celebrating the occasion with a fresh scent.

Scientists are predicting that this year will welcome another “superbloom” in the hills of Southern California, where annually the dry region is beginning to show signs that it soon will be carpeted with millions of vibrant wildflowers. Honoring the natural event, and appealing to those around the world who look forward to it, Guerlain’s new Florabloom fragrance dances with rainbow hues, flower-powered notes and organic ingredients.

Nature-based narratives

Platforming a feeling of joy in marketing materials, Florabloom joins Guerlain’s fan-favorite **Acqua Allegoria** collection.

Going for \$160 for a 125-milliliter bottle, Florabloom is available now **online** and in stores. Notes of white tuberose, iris, rose and violet with a moss background capture the flourishing desert spectacle soon to grace the California landscapes.

Florabloom odes a rare event in nature through the eyes of Guerlain

A 30-second advertisement showcases the scent amidst imagery of falling flowers, rain, earth, animals and a woman soaking all of it in. Playing as the soundtrack to the visuals is the song “Courage to Change” by Australian singer Sia Kate Isobelle Furler, known simply by her stage name, Sia.

According to Guerlain, this sonic choice reflects the ethos of the collection, which “celebrates the wonders of the world.”

Each of the scents in the line is created by perfumers-turned-explorers who travel around the planet to find quality raw materials, smells and emotions that can be poured into the earth-centric products. The brand states, “loving nature also means committing to protecting and defending it,” so the colorful campaign not only pushes the new perfume but invites consumers to make a change.

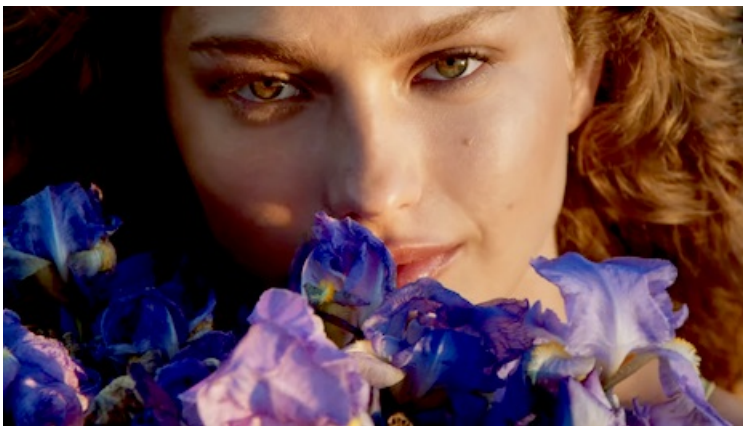


To tell international stories of nature, Guerlain begins with sustainability at home in France. Image credit: Guerlain

Scenes of Florabloom spinning and gliding through neon piles of flowers and dripping with water are cut with flocks of white and red birds lifting off of lakes, the planet's surface turning in space and the California superbloom bursting to life. At one point, a baby elephant runs through a field of tall grass, lifting their trunk toward the camera to call for it the visual is sure to tug on the heartstrings of many watching.

The full collection is then revealed, and a line appears stating that the new fragrance is made of more than 90 percent natural-origin ingredients.

Honoring the brand's deeply held commitment to the planet (see story), the new product's formula includes French beetroot alcohol, coming from a responsible farming network.



Notes of iris underline the tuberose and violet scents found in the perfume. Image credit: Guerlain

Additionally, Guerlain is partnering with nonprofit Union for Ethical BioTrade (UEBT). Together, they will certify the perfumer's supply chains by 2026.

UEBT will audit each of the 50 emblematic supply chains for natural-origin ingredients. This will ensure that all producers and suppliers are operating according to the company's promise to source sustainably.

Guerlain is going a step further, establishing a long-term partnership with Le Domaine le Mas des Sources, a fully organic grower in the south of France.

The maison is promoting biodiversity with their help, specifically bringing attention to the plight of pollinators.



In the South of France, sustainable partnerships allow the brand to celebrate a natural event across the world in a way that uplifts its ethos. Image credit: Guerlain

Setting up beehives around the flower and herb fields, this mission is near and dear to the company's heart ([see story](#)). The tuberose plants used in Florabloom's "enfleurage" process are harvested here, as the winged insects engage in mutualistic relationships with the blanket of plants around them.

Further leaning into modern consumers' desire for sustainable, art-forward products ([see story](#)), all of the Aqua Allegoria items, including Florabloom, are presented in a screw-top, recyclable and refillable bottle; the latter feature is part of a huge wave that is taking over luxury as of late ([see story](#)). Crafted in France, each container is made from at least 15 percent recycled glass.

A series of videos have been published on top of the initial advertisement on Guerlain's YouTube channel that offers transparency around the production process.

Guerlain reveals the tuberose harvest

Delphine Jelk, a perfumer at the brand, invites viewers into her workshop. She shares her inspirations, cultivation procedures and a behind-the-scenes look at the label's green operations.

Thierry Wasser, the master perfumer at the house, also stars in some of the slots.

Wandering through tuberose fields in Grasse, France, the scent artist speaks about traditional techniques that the company is preserving and practicing. The video reasserts Guerlain as a heritage organization, which could speak volumes given the value that many place on all things archival ([see story](#)).

Superbloom stories

While Guerlain has often centered green efforts and offerings before, this campaign's theme helps it stand out amidst past reveals and those of peers that are likewise dropping spring buys.



By framing the campaign around the superbloom, Guerlain is applying a story to its product that consumers could be invested in. Image credit: Guerlain

The superbloom acts as a recognizable backdrop for the new perfume. Having dominated social media feeds every year that it appears, many around the world are familiar with the phenomenon.

Though it is rare, 2024 is seemingly ready to welcome it again for a second consecutive year thanks to frequent rains and heavy seeding in previous events. Scientists are predicting that the usually brown Southern California hills will erupt into a kaleidoscope

of hues in the coming weeks, most likely through May 2024.

Already, flowers are popping up across the region, painting the arid region with purples, yellows and greens.

Impressive' superbloom season could soon unfold in California. Here's what to knowThe California Department of Parks and Recreation has issued guidelines for people who plan to make a trip to see the wildflowers.

<https://t.co/8SycVvwAau> via [@sfchronicle](#) [@SamWhitingSF](#)

Sustainable Bay Area (@abetterbayarea) [March 9, 2024](#)

Local painters, photographers and international visitors are already enjoying the displays in spots like San Diego County's Anza-Borrego Desert State Park. Those who have not booked a flight to the West Coast destination are starting to see the classic primroses, desert lilies, wooly sunflowers and phacelias pop up on Instagram feeds in a small taste of what is to come: hundreds of photos of influencers posing in the hills coated in superbloom fields.

The photographs are sure to drive more to snag trips to the area. Now, Guerlain's marketing joins the promotional plugs for the nature-driven happening.

While other luxury beauty brands are staging product drops amidst traditional cherry tree blossoms, generic bouquets and oceans of pink, the French maison's move is different. Though it also is anchored in a floral narrative, its specificity grants it recognition and even more timeliness.



The superbloom is already beginning to kick off in the state, with hotlines even entering service this week to offer updates through June 2024. Image credit: Guerlain

With the added element of the superbloom having ties to conservation and other environmental initiatives, the setting fits right into Guerlain's standing commitment, eco-friendly philosophy and major consumer trends.

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