

FRAGRANCE AND PERSONAL CARE

# Dior presents special-edition fragrance project

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*The exclusive item retails for \$12,500 and is limited to 150 pieces. Image credit: Dior*

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is debuting exclusive products.

Repackaging seasonal varieties of a signature brand fragrance, 150 bespoke miniature trunks encasing the brand's latest perfume release are now available for purchase. Known for her nature-centric work, French artist Eva Jospin designed the miniature Miss Dior cases, which retail for \$12,500 each.

"The lively floral pattern that I designed managed to blossom on barely a couple of centimeters of clear organza," said Ms. Jospin, in a statement.

"The miniature trunk was designed as an enchanting garden that expresses all the beauty of the fresh, floral springtime universe of Miss Dior."

## Floral fragrance

Ms. Jospin created the floral patterns that appear on Dior's special-edition boxes, which bring together the worlds of perfume and haute couture.

The artist's work could be familiar to many luxury consumers, as she is often tapped by those in the sector. Her immersive, cardboard structures caught the eye of LVMH-owned Champagne house Ruinart last year ([see story](#)).



*Ms. Jospin, who is used to making large-scale and immersive art, describes working on a small piece as “stimulating.” Image credit: Dior*

She and Dior are collaborating with the women at Chanakya workshops. Their touch lends the project traditional Indian craftsmanship, which contributes to numerous fashion shows from the maison.

For this exclusive trunk and the sheer organza bow on the bottle within, intricate floral details evoke a garden Christian Dior Couture workshops embroidered the case, while Chanakya Atelier artisans based in Mumbai handled the beauty item.

Bubble gum pink flowers provide a pop, matching the fragrance’s signature color that regularly guides advertising.

[View this post on Instagram](#)

A post shared by Dior Beauty Official (@diorbeauty)

Images are out now of brand ambassador and American actress Natalie Portman attending a harvest of the design’s vibrant blooms in real life.

At Domaine de Manon, a perfume flower grower in the South of France, she learns how to pick Dior’s classic Centifolia Rose on camera. The activation harkens back to the founder of the brand himself, Christian Dior, who was known for his love of gardens.

Ms. Portman is a longtime representative of the Miss Dior scent. Appearing throughout the years in various commercials, she starred in this spring’s modernization of the perfume that Ms. Jospin now puts her spin on the 2024 revamp eyes a new generation of beauty consumers, offering them a fashion-inspired glass bottle with clean lines, a houndstooth pattern and a swallow’s tail bow ([see story](#)).

Launching in 2.8, 3.4 and 3.4-ounce size options, this newest Miss Dior reveal is significantly bigger, at 6.75 ounces.

“Envisioning a new Miss Dior is a desire to capture the youth of its time in a scent,” said Francis Kurkdjian, master perfumer at Dior, in a statement.



*Miss Dior is woody, floral and citrusy. Image credit: Dior*

"My Miss Dior is a contemporary chypre," Mr. Kurkdjian said. "It is a reflection of its time with the delectable tones of a jasmine with wild strawberry facets, imparting the sensation of a fragrance that is excessively round and yet highly structured by ambery woods."

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