

FRAGRANCE AND PERSONAL CARE

# Deadstock denim from Nona Source dresses new Guerlain drop

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British fashion photographer and filmmaker Charlotte Wales shot the Rouge G collection campaign. Image credit: Guerlain

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

Parisian cosmetics brand **Guerlain** is introducing a new iteration of its Rouge G collection.

Each season, Guerlain taps a new creative to reinvent the look of its Rouge G products. For the spring 2026 season, the beauty brand tapped LVMH-owned high-end materials resale platform Nona Source to create the Rouge G Blooming Denim collection, which includes iconic products from the company's history, such as the lipstick Rouge G, the eyeshadow compact Ombres G and the setting powder Mtorites.

## Sustainable packaging

Guerlain regularly invites creatives to reimagine the packaging of its Rouge G collection, and for this season, Nona Source utilized its expertise as a leader in the circular design space.



The packaging features an idiosyncratic floral motif that adds visual excitement. Image credit: Guerlain

For the Rouge G packaging, Nona Source turned to surplus denim from fashion houses. The deadstock material, which often requires an excess of water throughout its life cycle, was transformed into a raw material and imbued with a second life as the casing of the Rouge G products.

The packaging features a dynamic floral motif, which is enhanced with subtle gold detailing. While the lipstick and eyeshadow

compact feature a navy blue hue, the Mtorites is rendered in a soft baby pink shade with rose petals.

This iteration of the Rouge G Blooming Denim collection draws inspiration for its hues and textures from the fresh-faced minimalism that defined the 1990s.

To mark the occasion, Guerlain turned to British fashion photographer and filmmaker Charlotte Wales to lens the campaign.

In December, Guerlain Spa unveiled a 5,380-square-foot wellness suite aboard The Orient Express Corinthian sailing yacht, which will commence its maiden journey in June 2026 ([see story](#)).

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