

JASON WU

THE CONCEPT

Jason Wu introduces his first fragrance that captures the refined glamour of the sophisticated Jason Wu woman. The freshly alluring scent shimmers during the day and evolves into a deep peppery note that is sensual and seductive.

"I create clothes for women who are not only fiercely fashionable but also own their power and femininity, but the heart of my collection will always be the craftsmanship; everything starts from my obsession for details." –Jason Wu.

THE FRAGRANCE

In collaboration with renowned master perfumer Frank Voelkl of Firmenich, Jason captures a sense of nostalgia with the strong presence of Jasmine Sambac. It brought Jason back to his childhood in Taiwan where he used to pick the flower from his neighbor's stone wall.

The fragrance is fresh, floral, and woody. The top note of Pink Pepper and Fig adds movement and vibrancy while the base note of Silky Musk adds texture. Jasmine Sambac, the key ingredient of this fragrance, is of the highest quality of floral extracts in perfumery—it is handpicked in India at only a select period of time to tap into its full vibrancy.

"Working with Jason was a true collaboration. Because scent is very personal, we wanted this fragrance to also be an honest expression of him. It is because of this that you have a strong presence of Jasmine Sambac in the fragrance. It took him back to his childhood and experiences in Taiwan. Ultimately though, the fragrance was meant to be a reflection of his brand. Here the feminine floralcy and softness is constructed in a way that is sleek and refined—no frills. It is to the point in the best way—clear and polished, yet inviting and beautiful." –Frank Voelkl

THE DESIGN

For the design of the bottle, Jason partnered with architect Andre Mellone, who previously designed Jason's Tribeca apartment and his shop-in-shop at Saks Fifth Avenue in New York. The bottle's simplicity of form is inspired by mid-century design, Jason's favorite period, along with his favorite modern artists such as Josef Albers and Ellsworth Kelly. Designed with an architectural approach, the signature gold cap with a touch of blush is a perfect circle and the seamless thick glass base is all polished for a luxurious weight and feel. To balance the masculine base, the juice is a nude tone with a touch of blush, inspired by a 1950's pressed powder compact, which embodies femininity and sensuality. Mirroring the scent, the packaging, designed by Fabien Baron, is elegantly modern in the same hue.

THE CAMPAIGN

Featuring the luminous and effortless beauty Lily Aldridge, Jason collaborates with photographers Inez Van Lamsweerde and Vinoodh Matadin and creative director Fabien Baron for the visual campaign.

NOTES

Top: Pink Pepper, Italian Bergamot, Mandarin, Fig
Middle: Jasmine Sambac, Freesia, Peony, Muguet, Iris
Base: Silky Musk, Milky Wood, Papyrus

Jason Wu fragrance will be launching in August 2017 exclusively at Saks Fifth Avenue.

3 oz. Eau de Parfum Spray, \$145
1 oz. Eau de Parfum Spray, \$70
6.7 oz. Body Cream, \$80
6.7 oz. Foaming Shower Oil, \$65

ABOUT JASON WU

Jason Wu is a leading New York-based fashion designer. Since debuting his ready-to-wear collection in 2007, Wu has focused on couture quality craftsmanship with more than 90% of the Jason Wu collection manufactured in New York City's Garment District. In June 2016, Wu introduced GREY Jason Wu, a sister brand that is inspired by Jason's friends.

Wu's designs have been worn by First Lady Michelle Obama, Reese Witherspoon, Julianne Moore, Diane Kruger and Kerry Washington, among others. He has received numerous awards, including the Swarovski Award for Womenswear at the CFDA Awards in 2010, the Fashion Star Award at The Fashion Group International Night of Stars 2015, and the 2016 International Designer of Year at the Canadian Arts & Fashion Awards. He also serves as artistic director of Hugo Boss womenswear ready-to-wear and accessories.

ABOUT PARLUX LTD

Parlux LTD, a leading global beauty company designs, manufactures, markets and distributes prestige fragrances and related products since 1987. It is an independent, vertically integrated international distributor of fragrances.

PRESS INQUIRIES

Black Frame
Justin Padgett
jpadgett@framenoir.com