

GUCCI

GUCCI BLOOM NETTARE DI FIORI

Diverse expressions of modern femininity create the nuances of the Gucci Bloom fragrance story. For the final chapter of the first women's portfolio of fragrances by Alessandro Michele, the original Gucci Bloom essence is deepened in sensuality and intensity. Gucci Bloom Nettare di Fiori explores the mysterious and intimate character of a woman, her authenticity, confidence and unconventionality. Starting from the original Gucci Bloom, the rich, blooming floral perfume is heightened to an intense Chypre essence.

The Gucci Bloom story

The setting of the Gucci Bloom story is a garden abundant with plants and flowers, their distinctiveness and beauty representing a contemporary woman. The first women's fragrance for Gucci by Alessandro Michele, Bloom Eau de Parfum, epitomizes authenticity and optimism. The narrative continues with Bloom Acqua di Fiori which celebrates the joy and energy of youth, and Nettare di Fiori that portrays an intense and mysterious sensuality.

The scent

Gucci Bloom Nettare di Fiori captures flowers at the fullness of their bloom, radiating their most powerful fragrance and allure. Developed in creative collaboration with Alberto Morillas, the original Gucci Bloom scent is blended into a Chypre Floral version. Feminine notes of Rose and the Osmanthus flower are intensified in the original olfactory structure featuring the accord of Jasmine, Rangoon Creeper and Tuberose at the heart of the fragrance. Overtly floral, the scent conveys a deeper sense of femininity in the woodier, sensual blend with Ginger and Rose in the top notes, and a soft, enigmatic finish in base notes of Patchouli, Musks and Osmanthus.

The campaign

In a dreamlike moment shot by Glen Luchford, the stars of the campaign, Dakota Johnson, Hari Nef and Petra Collins are inside an apartment taking tea. Around them nature flourishes. Overgrown plants and flowers entwine the space, transforming it into a room that's intimate and surreal, in scenes that appear to drift between dream and reality.

The bottle

Embodying its more intense essence, a new black shade of the whimsical floral print Herbarium embellishes Gucci Bloom Nettare di Fiori's carton. The toile de jouy pattern of leaves, cherry branches and flowers is framed in black, and also appears on the label of the fragrance story's pale pink rose bottle.