



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, Gucci Bloom Nettare di Fiori explores the mysterious and intimate character of a woman, her authenticity, confidence and unconventionality.

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.



ROSE



OSMANTHUS

Overly 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 DESIGN

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 jouté 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.

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 COLLECTION

