



A visual expression of the color and emotion of spring, a rich marigold yellow tints a new limited-edition bottle design of the House's scent Gucci Flora Gorgeous Gardenia. The color is part of Gucci's whimsical Flora pattern of flowers and insects.

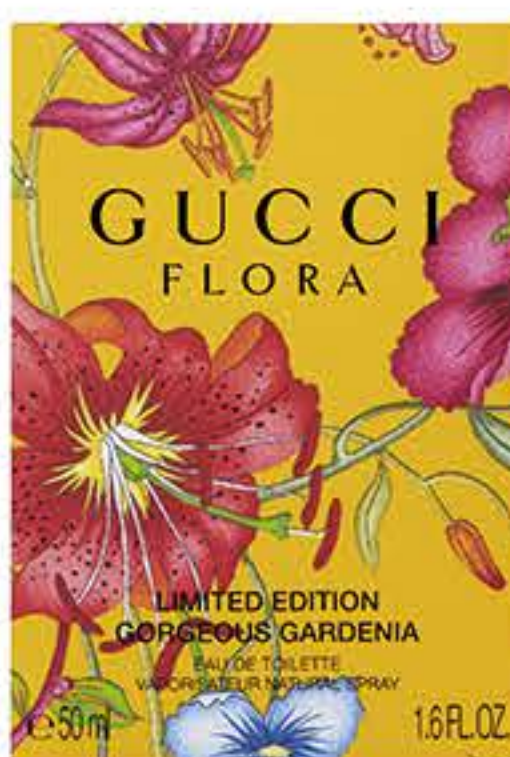
THE CAMPAIGN



An expression of modern romance, the House's popular scent is also represented in a sensual new advertising campaign. Laying over creamy white petals, model Ellia Goddings wears a pink satin gown, a gold crown on circling her head.

THE DESIGN

The limited edition hexagonal-shaped bottle features slanted lacquered facets revealing the brightness of the yellow shade, offset by black lettering and a playful, fine black bow. The pattern of Flora appears bold and colorful printed onto the bottle's matching yellow box.



THE SCENT

A statement of contemporary femininity, Gucci Flora Gorgeous Gardenia Limited Edition is an olfactory paean to the lightness of the shrub's first blossom and the addictive richness when it is in full bloom.

The floral fragrance also features the top notes of red berries and pear, while the heart notes include white gardenia, frangipani flower blended with a sensual base of patchouli and brown sugar accord.

THE COLLECTION

