



THE CAMPAIGN



An expression of modern romance, the House's popular scent is 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 SCENT

A statement of contemporary femininity, Gucci Flora Gorgeous Gardenia 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

