

Gianfranco Ferré Gets 'In the Mood'

BEAUTY BEAT

MILAN — Gianfranco Ferré perfumes is undergoing a youthful transformation.

Spearheading the brand's freshened-up look is a fragrance launch called In the Mood for Love. The scent, which is slated to be on shelves here this month, could hit upward of 17 million euros, or \$24.5 million at current exchange, in retail sales in its first year, according to industry sources.

According to Massimo Cappini, general director of Ferré's fragrance licensee ITF, the new, contemporary fragrance will blow the dust off the Milan fashion house's current scent portfolio.

"From its joyful title, modern flacon, sunny advertising campaign and fresh juice, the approach with this scent just radiates a positive attitude and prestige," said Cappini at a recent press preview for the scent at the Gianfranco Ferré boutique here.

Though Cappini admitted it was a difficult time to launch fragrances, he said the new scent, which took two years to develop, was an important step forward for the Gianfranco Ferré brand.

"The fashion house is well respected and it's time for a scent to reflect its roots but also look towards its cur-

rent style and future," said Cappini.

The scent will officially launch in selected Italian doors this month and in September in other Northern European countries, the Middle East, Canada and Hong Kong. Western Europe, China, the U.S. and Russia will follow in 2010 for a total of 8,000 sales points.

In the Mood for Love is bottled in an eye-catching, opaque-white round flacon emblazoned with the scent's name in red script lettering. Designed by Fabien Baron, the bottle's rounded cap sits asymmetrically on top. The overall look, Cappini noted, "really stands out on shelves."

The advertising campaign, shot by Stephen Meisel, depicts model Magdalena Frackowiak holding aloft a giant version of the scent against a bright blue sky.

Developed by perfumer Maurice Roucel of Symrise, the fragrance belongs to the floral-amber-woody family. Top notes include tamarind, bergamot, sour orange, magnolia and white rose, which are combined with middle notes of orange flower, lily, jasmine, red rose and cedarwood. Base notes include amber, white musk and sandalwood.

In the Mood for Love, an eau de parfum, comes in three sizes: 30 ml. for \$50; 50 ml. for \$70, and 100 ml. for \$92. The scent will be accompanied by bath and shower gel, 200 ml. for \$33; body lotion, 200 ml for \$39, and body cream, 200 ml. for \$71. All prices are for the U.S.

— **Stephanie Epiro**