

GUCCI – “A REASON TO LOVE”

The iconic luxury house unveils alluring new eau de parfum,
'A Reason to Love.'



Images Courtesy of Gucci Beauty

With the colours changing on the leaves, Gucci ushers in a beguiling new addition to 'The Alchemist's Garden' – their sensational collection of luxury fragrances. Melding together Damascena Rose and notes of Oud, what results is a captivating eau de parfum that'll be sure to leave an impression.

Sprouted from the genius of creative director Alessandro Michele, along with master perfumer Alberto Morillas, A Reason to Love is the latest perfume to join the ranks. Tolu Balsam acts as a vanillic base for Damascena Rose, Peony, and Cardamom to play with each other. Firing up the senses, the fragrance toes the line between floral and spice. Oud Accord's woody sensibility then opens up the eau de parfum to a deep, amber-like heart – all in all, creating a rich sensorial experience for the wearer. Tied together in an equally alluring bottle, fit with black, lacquered casing in a glass-enclosed exterior, this new perfume is just as captivating as

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recommended pathways for layering. To amplify the richness of A Reason to Love's Oud, the Fading Autumn perfumed water does an apt job of creating a fresher, more invigorating scent. To shine a light on its sweetness, A Song for the Rose pairs gorgeously with A Reason to Love, in turn elevating its honeyed, musky edge. And, to fire up its warmth – the Ode on Melancholy perfumed oil melds with A Reason to Love, and deepens its notes of Cedar and Sandalwood.

This sumptuous campaign is lensed by Paulette Tavormina; its equally gorgeous photographs breathe new life into perfume imagery. Inspired by the visually enticing landscape of 17th century still-life, the campaign is imbued with the same bewitching vitality that 'The Alchemist's Garden' is all about. If you were looking for the most exquisite present for a loved one – wake up and smell the roses! Look no further than 'The Alchemist's Garden A Reason To Love', available exclusively at [Harrods...](#)



Images Courtesy of Gucci Beauty

Photographer – Matthew Shave at Darling Creative
Stylist – Kate French

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BEAUTY

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