Juicy Couture unveils new fragrance campaign

August 6, 2018

Juicy Couture has unveiled its newest fragrance, with the help of models Devon Windsor, India Graham, Gizele Oliveira, and Luping Wang.

The LA-based fashion house has teamed up with beauty giant Revlon for the launch of the scent, which is dubbed 'Oui Juicy Couture'.

The fragrance blends tart notes of waterlemon (or Jamaican honeysuckle) accord and acai tea accord with fruitier elements like fresh pear, and floral notes of wild tuberose, jasmine buds absolute and dewy honeysuckle. Amber resins and captive musks make for a sultry finish.

To mark the launch, the brand turned to its ambassadors Devon Windsor, India Graham, Gizele Oliveira, and Luping Wang -- all of whom feature in the perfume's pop art-inspired campaign, shot by photographer, director, and illustrator Quentin Jones. The models take it in turns to explain what the 'Oui Juicy Couture' attitude means to
and illustrator Quentin Jones. The models take it in turns to explain what the ‘Oui Juicy Couture’ attitude means to them personally.

The launch follows a comeback for Juicy Couture, which took to the catwalk at New York Fashion Week back in February for the very first time.

The label, which was once synonymous with noughties-style velour tracksuits, also teamed up with luxe streetwear brand Vetements for a Spring 2017 collaboration that put it back on the fashion map.