

NEWS

Seasonal treats from the world of fashion



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FREJA IS THE NEW RED

AT THEIR inaugural couture collection in 2009, Valentino's creative directors Maria Grazia Chiuri and Pier Paolo Piccioli ushered in the modern age of Valentino. Since then, the hemlines have risen, the palette of red has faded to nude and a new generation of fans have been drawn to their dark yet ethereal designs. "It's a new era of grace for Valentino, with a new spirit of delicacy and fragility," says Chiuri.

So in the spirit of starting over, Valentino have replaced the existing fragrance family – V, Rock'n Rose, Very Valentino – with one perfume: Valentina. "It's the pillar around which everything else will develop," says perfumer Olivier Cresp. "We discussed who Valentina is," says fellow perfumer Alberto Morillas. "She is a young, energetic beauty with a rebellious streak, escaping her aristocratic family to enjoy Rome in her own way." Still, finding the perfect scent wasn't easy: they had to develop it over two years. "We even tried caviar and orris, which was a big flop," says Morillas.

Inspired in part by women like model Freja Beha Erichsen, who is featured in the perfume's ad campaign, it starts with sparkling white truffle and Calabrian bergamot muddled with girlish notes of Italian jasmine, orange blossom, and Valentino-red strawberries. Underneath, the rich, sexy warmth of cedarwood and amber combines to reflect a positive, joyful Roman sensibility. It is the smell of La Dolce Vita.

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