

The AERIN Fragrance Collection

Cedar Violet



Available as from October 4th 2021

"I love the Adirondacks in the fall when the leaves take on a golden hue. It was the inspiration for Cedar Violet, a bright and uplifting blend of natural woody florals that evokes a sun-dappled forest."

– Aerin Lauder, Founder and Creative Director, AERIN

Inspired by the golden-hued forests of the Adirondack Mountains, AERIN introduces Cedar Violet – a celebration of the great outdoors on a crisp Autumn day. Distinctively exuberant, this woody floral fragrance radiates from within, conjuring the powerful magic of the forest at the break of fall. With notes of Violet Leaf, Virginian Cedarwood and Amber, Cedar Violet transports senses to the sun-dappled woods of upstate New York. A retreat from everyday life, the Mountains reveal a luminescent landscape that convey a sense of peace. Forests cover mountain peaks and verdant valleys in every direction, and the fresh, crisp air invigorates the body and spirit. Encapsulating the season and inspiring new beginnings, AERIN Cedar Violet is a joyful new addition to AERIN's family of warm Amber fragrances, offering a parallel narrative to the bestselling Amber Musk.

The journey of Cedar Violet begins on a pathway through raw, untouched woods, Bright top notes of lush green of Violet Leaf with and sweet Muguet delicately waft through the air. Immersed in nature, the heart of the fragrance mesmerizes senses with the mellow richness of Virginia Cedarwood uplifted by the playful, textural impression of Golden Gardenia. As autumnal leaves are sent on their swirling descent to a carpet of velvety moss, the earthy rich notes of Amber and Australian Sandalwood provide a sensuous base that invigorates and enchants.

Cedar Violet is illustrated through an enticing watercolor pattern created exclusively for AERIN by artist Helen Dealtry. Evoking the vibrant hues and organic textures of autumn leaves in motion, shades of rich purples, muted greens and subtle hints of gold lend a beautiful impression of the forest's thick canopy. The faceted glass bottle, an AERIN signature, is topped with a marbled forest green cap and elevated gold detailing and branded with the trademark AERIN namesake stamp.

#AERINBeauty



AERIN Cedar Violet Eau de Parfum, 50ml - €109,50

Will be available as from 4/10/2021 at Inno Rue Neuve, Aura, Bergamot (Chantly), Meylandt, Gutmann & Parfuma and online at www.esteelauder.be.



AERIN Cedar Violet Eau de Parfum Travel Spray, 7ml - €26,50

Will be available as from 4/10/2021 online at www.esteelauder.be.



AERIN Cedar Violet Body Cream, 150ml - €58,50

Will be available as from 4/10/2021 online at www.esteelauder.be.

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