

AERIN Premier Collection

AERIN Rose De Grasse Pour Filles

Launch : April 2021

"I was first introduced to the world of fragrance by my grandmother, which inspired me to create a perfume that could be gifted to a young girl as her first scent. Rose de Grasse Pour Filles is just that: a luminous, fresh Eau de Toilette that can be worn just as easily by young women or by their mothers. It's a joyful scent that evokes happy memories and love."

– Aerin Lauder, Founder and Creative Director, AERIN

Discover a playful new expression of rose. The luminous scent of a fresh bloom at sunrise. A lively aroma that fills the air with energy and delight. A single delicate blossom that evokes cherished memories and hints at new horizons. Introducing **AERIN Rose de Grasse Pour Filles**, a fresh new addition to the Premier Fragrance Collection and a companion to AERIN's bestselling fragrance, Rose de Grasse. A playful nod to the original captivating fragrance, the new Rose de Grasse Pour Filles Eau de Toilette explores the lighter side of the rose, embodying a burst of sunny emotions and all the promise and possibility of a new day ahead. With delicate top notes of Pear and fresh Rose at its heart, underscored by notes of soft Musks, the scent captures the beauty of a new blossom shimmering in the sun. It is a sincere, uncomplicated ode to the childlike wonder that lives within us all, evoking happiness, pure and simple.

Created on a sunny morning in the garden where the luminous budding roses intertwine with dawn dew and exhale their crisp sweetness,

AERIN Rose De Grasse Pour Filles comes into bloom. The new Eau de Toilette opens with a delicate bouquet with notes of dewy Cyclamen and luminous Freesia blossoms. Together their weightless petals create a joyful essence that floats to the surface and intertwines with notes of sparkling Bergamot and Pear to impart a playful, fresh floralcy. Notes of freshly-picked Rose buds sit at the heart of this delicate blend. Enhanced with Orange Flower notes, the pure floral heart captures the simplicity of carefree moments. The soft glow of Ambrox notes radiates from the base revealing textural warmth, while notes of soft Musks envelop the fragrance in a cloud of comfort to deliver a natural, clean finish.

Radiating the beautifully feminine and modern aesthetic of its founder, **Aerin Lauder**, **Rose de Grasse Pour Filles** stays true to the essence of AERIN and to the distinctive style of its sister fragrance, Rose de Grasse, in whose olfactive footsteps it joyfully follows. Fittingly, this fresh, youthful interpretation of the original was composed with Sébastien Crisp, son of Olivier Crisp, the Master Perfumer with whom Aerin Lauder collaborated on Rose de Grasse. Inspired by the delicate notes of the new fragrance, the signature Rose de Grasse carton and bottle design are updated in a soft blush colorway to impart a youthful impression. A seamlessly sophisticated addition to the Rose de Grasse Collection, Rose de Grasse Pour Filles is presented in a new petit size – a dainty 30ML bottle. In keeping with the Rose de Grasse Collection, the faceted opaque white glass bottle is embellished with a delicate blush bow for an added touch of whimsy, and topped with a glossy white cap and elevated gold detailing. Echoing the signature floral design on the original Rose de Grasse carton, the Rose de Grasse Pour Filles packaging features the stylized debossed pattern updated in a soft blush hue.

Designed to be enjoyed alone, or else layered with the original Rose de Grasse for a sparkling, effervescent twist, Rose de Grasse Pour Filles represents a charming new arrival to the AERIN Premier Fragrance Collection



#AERINBeauty

AERIN Rose De Grasse Pour Filles will be available on *Esteeclauder.be* beginning of April.
All items are sold separately. Prices are suggested retail:

AERIN Rose De Grasse Pour Filles Eau de Toilette, 30ML € 75,00

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