

INTERNAL

AERIN

NEW Wild Geranium



Available from February 2020.

*"Wild Geranium is happiness. It's a colorful, whimsical escape to a field brimming with wildflowers."
– Aerin Lauder, Founder and Creative Director, AERIN*

Get lost in a blooming field of wildflowers. Introducing **NEW AERIN Wild Geranium**, a whimsical new fragrance that explores a never-ending field bursting with color paired with dreamy blue skies, a shimmering sun and the intoxicating scent of wild flora. Open a bottle and let the imagination flourish. Youthful, playful and enchanting, Wild Geranium is an enchanting new Eau de Parfum created by AERIN.

AERIN Wild Geranium reveals a pathway to a thriving botanical wonderland of untouched wildflowers – a floral dreamland where effortless beauty and a carefree, youthful spirit bring endless happiness. An opening of freshly picked Geraniums – brightly colored and whimsical, gently flowing in the wind awakens the senses with nuances of Pink Pepper and Winter Lemon for a deliciously sparkling and delightful first impression. At the heart, a bouquet of fantastical dewy green Narcisse imparts a joyful, optimistic femininity. Paired with Geranium, this distinctive combination evokes an irresistible charm and luminosity. A playful, prismatic quality emerges as an abundance of delicate Orange Flower Petals and soft, rosy White Peonies intertwine, creating a powerful, kaleidoscopic floralcy. The lush, floral signature is made complete through a blossoming landscape of Rose Centifolia and Tuberose Absolute for a pure feminine radiance. The second skin sensuality of Benzoin further evokes the warmth and wonder of an endless garden, unveiling a fanciful new world of flowers that can be enjoyed year-round.

Inspired by a blooming field of wildflowers, the packaging artwork for **AERIN Wild Geranium** was created by artist and textile designer Helen Dealtry. Designed to mimic the radiant, carefree notes of the fragrance, the design features a unique abstract floral print in pretty watercolor shades of purple, flushed-red and pink. The signature glass AERIN bottle features the stone-like cap in a pastel periwinkle purple shade with golden detailing while a custom golden AERIN stamp on the carton displays the namesake. The supporting campaign images depict Aerin Lauder in a meadow of wildflowers at Aerin Lauder's family home in East Hampton, New York, alongside two models representing the youthful, spirited female muses from whom she drew inspiration for the creation of AERIN Wild Geranium.

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AERIN Wild Geranium Collection will be available at **all Aerin point of sales** beginning **February 2020**. All items are sold separately. Prices are suggested retail:

NEW AERIN Wild Geranium Parfum Spray, 50ml.

NL: €106,50 – **BE:** €110,14

NEW AERIN Wild Geranium Parfum Spray, 100ml.

NL: €150,00 – **BE:** €155,17

NEW AERIN Wild Geranium Body Cream.

NL: €57,00 – **BE:** €58,98

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