



Leather goods inspire MCM's debut scent from Interparfums Inc



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Interparfums Inc is launching its first fragrance for MCM this month after inking a license agreement with the German luxury fashion house in 2019. The EdP draws on the brand's travel heritage, with a leather-look, backpack-shaped bottle.

MCM's new signature eau de parfum is the first fragrance for the brand created by licensee Interparfums Inc. For the bottle design, Fabrice Legros of Studio Pi sought to reproduce MCM's classic backpack.

The finely textured flacon ([Pochet du Courval](#)) designed to imitate the grain of leather results from laser-engraving in the mold. A specially developed, imitation-leather lacquer ([Pariche](#)) was applied to the flacon, and the bottle was then digitally pad-printed (Nigermat) with MCM's iconic Visetos motif. For the supplier, precision of the pad printing was paramount in this project.



A gold electroplated injected ABS plate ([VPI Faiveley Plast](#)) on the flacon's facing is engraved with the brand logo. Also in injected ABS, the gold electroplated spray cap ([VPI Faiveley Plast](#)) features stud detailing and an imitation leather 'handle'.

The logo pattern and gold plate detail are replicated on the cognac-colored fragrance box ([Autajon](#)).

A floral woody EdP created by Firmenich perfumer Clement Gavarry, the fragrance contains notes of raspberry, white peony and Ambrox Super.

Launching globally this April, the EdP retails at \$65 for 30ml, \$80 for 50ml and \$95 for 75ml.



Bottle Pochet du Courval



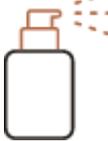
Decoration PARICHE/NIGERMAT



Cap, plate VPI FAIEVLEY PLAST



Gluing of plate ICA



Pump SILGAN DISPENSING SYSTEMS



Box AUTAJON



Insert SMURFIT KAPPA



Perfumer CLEMENT GAVARRY (FIRMENICH)



Design FABRICE LEGROS (STUDIO PI)

KATIE NICHOL

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