

Anna Sui launches new fragrance SKY

Inter Parfums has announced the launch of SKY, the newest fragrance from Anna Sui, which launched in March.



The imaginative bottle design of Anna Sui's SKY looks like a hot air balloon, with atomizer incorporated into the design

Hot air balloons and clouds are the imagery associated with the new fragrance, and the Anna Sui SKY bottle looks like a hot air balloon, featuring a delicate gold metal gilded cage and basket with soft pink juice inside the "balloon." The atomizer is integrated as part of the design.

The outer packaging features pearly pink shades, with a floating gold foil hot air balloon accented with a scroll pattern and adorned with a sprinkling of pink, blue and white flowers.



The ad campaign was shot by legendary photographer and longtime friend of Anna Sui, Steven Meisel, and features "It girl" Lily Nova

The scent opens with juicy pear, bergamot and pink peppercorn. Medium notes contain lily of the valley, rose and lotus flowers, with a finish of vanilla paired with light crunchy popcorn.

"For my newest fragrance I want to celebrate the girl who never loses her capacity to dream, and the empowered woman capable of turning her dreams into reality!" said Anna Sui

"For SKY, I've been inspired by a gentle flower, much appreciated by women, to which I added a modern twist. Thereby, the idea was born: I played with the Lily of the Valley and turned it into popcorn," says perfumer Jean Jacques.

Price and availability

Eau de Toilette Vaporisateur, Natural Spray 75ml - 2.5 fl.oz. US\$78 Eau de Toilette Vaporisateur, Natural Spray 50ml - 1.7 fl.oz. US\$65 Eau de Toilette Vaporisateur, Natural Spray 30ml - 1.0 fl.oz. US\$46