

# Burberry launches elevated Her fragrance with new Eau de Parfum Intense



Burberry Her Eau de Parfum Intense features a deeper lacquered matte pink design

Burberry has announced the launch of its newest fragrance, "Burberry Her Eau de Parfum Intense," which was released on January 1.

The new scent is described as "a vibrant, gourmand fragrance with a British twist" and is designed for "women who live life to the fullest." The company states that "its bolder scent captures an even more intense character, encouraging wearers to be daring, confident and free-spirited."

This latest addition enhances the signature Her fragrance with a composition featuring:

- Top notes: Wild strawberry
- Heart notes: Orange Blossom accord
- Base notes: Ambery wood



Fran Summers embodies the free-spirited essence of Burberry Her Eau de Parfum Intense

The fragrance comes in a redesigned bottle featuring a deeper lacquered matte pink, representing the intensity and femininity of the fragrance.

For the campaign, Mario Sorrenti photographed Fran Summers in what the brand describes as “a powerful portrait.” According to Burberry, she is “a daring free spirit, she moves on to her next adventure. Fran’s energy, confidence and individuality embody the essence of the Burberry free-spirited woman.”

The new Her Eau de Parfum Intense will be available in three sizes: 30ml, 50ml and 100ml. It will be sold through Burberry.com, Burberry stores and select retailers, travel retail Europe and travel retail Americas starting January 1st.

The complete Her collection includes:

- Her Eau de Toilette (30ml, 50ml, 100ml)
- Her Eau de Parfum (7.5ml roll-on, 30ml, 50ml, 100ml)
- Her Elixir de Parfum (10ml, 30ml, 50ml, 100ml)