

Gucci Beauty reveals latest #GucciGuilty campaign



The #GucciGuilty campaign photographed by Glen Luchford

[Gucci Beauty](#) has launched a new era of Gucci Guilty, featuring A\$AP Rocky, Julia Garner and Elliot Page in the campaign dedicated to the brand's emblematic fragrances.

According to a press release, "An ode to self-acceptance, friendship and love in all its forms, Gucci Guilty relaunches with a campaign that is both bold and tender at the same time, led by Grammy Award-nominated musician A\$AP Rocky, Golden Globe- and Emmy Award-winning actress Julia Garner, and Oscar-nominated actor, director and producer Elliot Page. Shot by Glen Luchford, the campaign invites each of us home - a metaphorical place where we are free to accept who we are and let our authentic selves be seen."

The Fragrances

"Gucci Guilty Eau de Parfum Pour Femme pulses with the rich, refreshing energy of liberation drawn from Mandora, Pink Pepper, Lilac, and Patchouli," notes the release. "Shimmering top notes of Mediterranean Mandora citrus sway with natural Bergamot and Pink Pepper, announcing the scent with luminosity and warmth. Lilac lures us into a blossoming heart of Violet, Rose, and Geranium. The scent deepens with a potent base of Amber and Patchouli."

"A blend of pure magnetism and self-love, Gucci Guilty Eau de Toilette Pour Homme generates a deep sensuality and coincides with non-conventional fragrance-making using Orange Blossom Absolute, a scent traditionally used in female fragrances and known throughout history as a symbol of romance 1

and innocence. Known as the original fragrance family created in perfumery, this modern icon breaks with convention through its unexpected use of spice and richness. Its irresistible harmony of subtlety and strength reveals itself through top notes of Italian Lemon and sparkling Pink Pepper, ushering us into an uplifting heart of Neroli, Orange Blossom, and French Lavender. A base of Patchouli, Leather, and Incense unwinds into the continuing embrace of Cedar Wood."

Also appearing in the campaign are Gucci Guilty Eau de Toilette Pour Femme – the original distinctive Amber Floral accord defined by Mandarin, Lilac and Patchouli notes; Gucci Guilty Eau de Parfum Intense Pour Femme – an Ambery Floral Woody fragrance; Gucci Guilty Eau de Parfum Pour Homme – a reinterpretation of the original scent with Chili Pepper and fresh Rose; and Gucci Guilty Parfum Pour Homme – an intense version of Gucci Guilty Pour Homme signature's essential core.

The Packaging

"Created to mirror each other in their sleek symmetry—from the House's Interlocking G logo to the design's deliberate duality of transparency and reflection—the Gucci Guilty bottles are crafted in shimmering gold for the Eau de Parfum Pour Femme and metallic gray for the Eau de Toilette Pour Homme."

The same design is reinterpreted in different shades and finishes in the other scents from the range: Gucci Guilty Eau de Toilette Pour Femme in rose gold, Gucci Guilty Eau de Parfum Intense Pour Femme in bronze, Gucci Guilty Eau de Parfum Pour Homme in matte black, and Gucci Guilty Parfum Pour Homme in dark anthracite.