

# Gucci adds fragrance to its Alchemist's Garden collection



Where My Heart Beats joins the collection blended by Master Perfumer Alberto Morillas

[Gucci](#) has added a new Eau de Parfum to its 'The Alchemist's Garden' collection, called Where My Heart Beats.

A symbol of freedom and creativity, as well as a signature Gucci emblem, the butterfly stamped onto the delicate white bottle is as whimsical and elegant as the fragrance's peony blend, shares the company. This blend is captured in the Floral Rose fragrance, which highlights the enchantment of Peony through a chorus of White Peony Accord, Violet Leaves Accord, and White Musk.

A customizable collection of eaux de parfum, perfumed oils, and acque profumate (scented waters), The Alchemist's Garden is inspired by the art of alchemy, with each scent built around a hero ingredient linked to the distinctive codes of the House.

Bottling the essence of nature into sublime distillations, the customizable compositions are designed to be layered together, shifting and magnifying in character when paired with each other. The beauty of alchemy is in the transformation: layered scents that become new expressions of art and reveal the magic of unseen worlds.

According to the company, Where My Heart Beats is the first Gucci fragrance to be manufactured using alcohol made from 100% recycled carbon emissions.

By adopting a novel carbon capture approach, carbon emissions from industry, which would typically be released into the atmosphere, are recycled and purified instead. This alcohol creation process significantly helps to decrease water consumption and reduces the need for agricultural land compared to traditional methods of alcohol production.