

Marc Jacobs unveils Perfect eau de toilette



The fresh floral scent incorporates unexpected notes like pink peppercorn and polygonum

A companion to Perfect eau de parfum and Perfect Intense, [Marc Jacobs](#) has launched Perfect eau de toilette. The floral scent celebrates the power of being true to yourself and is inspired by Marc Jacobs' personal mantra: "I am perfect as I am," which is symbolized by a tattoo of the word "perfect" on his wrist. Uplifting and joyful, Perfect eau de toilette brings a fresh olfactive facet and a more intimate interpretation of being #PerfectAsIAm.

"A fresh and bright interpretation of the original comforting floral scent, perfumer Domitille Michalon-Bertier reimagined a white bouquet with an unexpected twist of modern notes including pink peppercorn and polygonum. The result is a luminous and joyful, clean, comforting floral with a woody base and an elegant trail," reads the press release.

Top notes: pink peppercorn, polygonum

Heart notes: white daffodil

Base notes: cedarwood

The Perfect eau de toilette design is a refreshed take on the original Perfect bottle and packaging, crafted in collaboration with Marc Jacobs and featuring an elegant blend of unexpected elements. It has a weighted glass base with domed shoulders and a gilded collar. At the top, the crystal-cut cap has an assortment of mismatched charms, in green and blue hues that play with transparency and texture, combined with metallic silver and pale gold accents. Inside, the perfume is presented in a soft green shade.

Complementary to the bottle, the outer packaging is a pastel green with a pearlescent finish, juxtaposed with silver touches and an illustration by New York-based artist Jacky Blue, which highlights the charm colors and textures.

"The print and digital campaign for Perfect eau de toilette is a celebration of individuality featuring an inclusive range of talent speaking about their own belief in true self-love. Shot in New York City by fashion photographer Juergen Teller and creative director Katie Grand, the minimalist backdrop in soft hues highlights the contrasting beauty of the cast, allowing their unique personalities and youthful optimism to radiate through," the release continues.