

Marc Jacobs reimagines Daisy franchise with neon-inspired limited edition



The "modern still life" campaign for Marc Jacobs Daisy Glow fragrances by Raymond Meier showcases floating perfume bottles amid translucent daisies

In a bold move to refresh its bestselling Daisy fragrance line, Marc Jacobs Fragrances has launched a limited edition collection that merges the brand's signature aesthetics with contemporary neon design elements. The Daisy Glow Limited Edition collection, released globally on January 1, represents a strategic expansion of the Daisy portfolio while maintaining the brand's core identity.

The new collection features a complete redesign of the iconic Daisy bottles, now dressed in Marc Jacobs' signature yellow with strategic accents of neon pink, green, and purple. This design evolution, developed through a collaboration between Marc Jacobs and Coty, positions the fragrances as fashion accessories in their own right, strengthening the brand's connection to its fashion heritage.

Portfolio expansion

The limited edition release encompasses three distinct fragrances, each targeting different consumer segments within the floral fragrance category:

The flagship Daisy Marc Jacobs Glow Limited Edition introduces a fruity floral composition, featuring white strawberry notes and sweet orange accord at the top, supported by a floral heart of marigold, jasmine, and violet.

Daisy Eau So Fresh Glow Limited Edition takes a fresher approach with a pear and grapefruit opening, while Daisy Love Glow Limited Edition rounds out the collection with a sweet floral profile led by citrus notes and cloudberry accord.



Three Marc Jacobs Daisy Glow limited edition fragrances reimagined in signature yellow with neon pink, green, and purple accents

The collection's marketing campaign, shot in New York by renowned photographer Raymond Meier, deliberately departs from traditional fragrance advertising. Instead of celebrity endorsements, the campaign focuses on product-centric imagery, featuring the bottles floating among translucent daisies, accompanied by Marc Jacobs accessories. This approach underscores the collection's positioning as a fashion-forward beauty product.

Technical excellence

The development of the fragrances was entrusted to Firmenich, with master perfumer Alberto Morillas at the helm. This collaboration ensures the technical sophistication expected from a luxury fragrance while maintaining the playful essence of the Daisy brand.

The collection will be available in three sizes:

- Daisy Glow: 50 ML
- Daisy Eau So Fresh Glow: 75 ML
- Daisy Love Glow: 50 ML

Digital integration

The launch will be supported by a comprehensive digital campaign utilizing the hashtags #MJDAISY and #DAISYGLOW, indicating a strong focus on social media engagement and digital presence through the @MARCJACOBSFRAGRANCES platform.

This limited edition release demonstrates Marc Jacobs Fragrances' commitment to innovation within established product lines while maintaining brand consistency. The strategic timing of the launch at the start of 2025 positions the collection to capture both new year retail momentum and spring

seasonal fragrance demand.

By combining fashion-forward design elements with sophisticated fragrance compositions, the Daisy Glow Limited Edition collection represents a significant opportunity for retailers and distributors to capitalize on the continued evolution of one of the industry's most recognized fragrance franchises.