

MCM unveils bold Collector's Edition fragrance



MCM's graffiti-inspired Collector's Edition edp, created by Korean artist @SambyPen

German luxury fashion house MCM has announced the launch of its latest artist collaboration and a collector's limited-edition, graffiti-adorned signature Eau de Parfum fragrance.

Debuting in Spring 2022 and designed by emerging Seoul-based artist @SambyPen, the 50ml bottle and packaging design celebrates Berlin street art and its renowned graffiti scene, reinterpreted through the lens of Seoul's irreverent youth, to create a bold take on luxury.

The theme of MCM x SAMBYPEN is Media Creates Madness, addressing the contemporary society in which we live.

Elaborating on the partnership, Sam said: "As this is my first fragrance collaboration, it felt quite personal to me. The scent immediately brought back memories of the many different places I lived in and traveled to around the globe. I wanted to convey the sense of global connectivity and community that we have been missing during the last few years."

For the limited-edition fragrance, SambyPen reimagines MCM's core iconography through imaginative

characters that represent the essence of the fragrance, created in an eye-catching graffiti street art treatment and interpreted through his signature aesthetic.

For example, Haru the Wicked Bunny - inspired by the MCM Rabbit and German Easter Hare - has a bold attitude and playful aesthetic emblematic of the scent.

“The shared ethos between MCM and SambyPen resulted in a collaborative project where art, fashion and entertainment blend and the underground converge with luxury,” said Dirk Schönberger, Global Creative Officer, MCM of the artistic partnership.

An emotional journey

MCM Eau de Parfum, originally introduced in Spring 2021, is designed to capture the essence of the brand’s DNA of travel, and takes the wearer on a journey inspired by the ingredients.

Vibrant raspberry and hand-picked jasmine are refined with clean woods and sheer Ambrox Super, presenting a spirited floral woody aroma which remixes classic perfumery with novel blending technology.

Baerbel Bureick, Chief Marketing Officer, Inter Parfums Inc, the global licensee for MCM fragrance, noted: “We’ve always believed there is an inherent connection between fashion and fragrance, fueled by the emotional response to each, and love that these two worlds seamlessly intersect in our partnership with SambyPen. Scent can so profoundly recall or evoke a sense of place. Working with SambyPen, our shared intention was to transport the wearer, taking each person on an emotional journey of MCM’s bold heritage through the sensorial experience of using the fragrance.”

Senior Perfumer Clément Gavarry of Firmenich, which made the fragrance, said the scent was “inspired by tribes of fearless free thinkers and sought to design a sustainable blend of classic and modern elements that fuse together to create an attitude of unbridled optimism and powerful connection”.

Top notes are raspberry and apricot, middle notes combine white peony, jasmine absolute and violet leaf, while the base comprises white moss, vanilla, Ambrox Super and sandalwood.

The Collector’s Edition edp retails at US\$90 for 50ml and will be available in stores and online beginning April 2021.