

# Le Labo adds Lavande 31 Classic Collection fragrances



“This isn’t the lavender you thought you knew”: Meet Le Labo Lavande 31

The Estée Lauder Companies has revealed the latest fragrance in its Le Labo Classic Collection, Lavande 31.

In true Le Labo form, Lavande 31 is said to “knock all preconceived notions of lavender on its head”. Its bergamot and neroli essential oils give it a fresh lift-off to reveal a lavender of the greatest purity, where only the flower buds are distilled, giving the creation verticality and richness. Its foundation is pure Le Labo: ambery, dirty, and musky notes, blended with notes of tonka to give this perfume a regressive classic style that is “both clean and dirty, recognizable yet truly unique”.

In travel retail Lavande 31 Eau de Parfum - freshly blended and labeled by hand with a personalized message of choice - is available in 50ml and 100ml refillable bottles. A Travel Tube Set of three 10ml bottles is featured along with a vintage metal Le Labo travel tube. The tube can also be personalized through adding initials to the lower back.