

MCM partners with Inter Parfums to launch signature fragrance

German luxury fashion house MCM has announced that it is launching a new signature fragrance this spring. The launch will be supported by a global communications campaign entitled Travel Beyond. The fragrance launched in MCM stores in March 2021 and then globally in April.



Senior Perfumer Clement Gavarry of Firmenich, artisan of the fragrance, 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.”

The Travel Beyond commercial leverages virtual production and filmmaking, using technology from Epic Games'Unreal Engine, the same technology that powers Fortnite™.

Travel is the essence of the brand and the scent, which features top notes of raspberry and apricot, middle notes of white peony, jasmine absolute and violet leaf, and base notes of white moss, vanilla, Ambrox Super and sandalwood.



The advertisement creates a modern tribe feeling, juxtaposing between the urban jungle and cyber scenery

The commercial, shot in Brooklyn, New York, shows an “eclectic tribe” moving through time and space as the backpack morphs; urban jungle cityscapes juxtapose with serene cyber-scenery.

“Emotion is the epicentre of all journeys and destinations. For MCM, a brand with a strong travel heritage, we wanted to conceptualize our DNA of mobility through a fragrance that captures the essence of discovery - from sentiment to scent. Our consumer is not confined by rules, gender, boundaries or location - travel is their creative expression. The MCM fragrance joins them on their journey across imaginary, physical and digital domains,” said Dirk Schoenberger, MCM Global Creative Officer.

“A one-of-a-kind design that has no precedent, the MCM Eau de Parfum bottle pays homage to the classic backpack. The top handle, subtle studs, flat front pocket and iconic Cognac Visetos logo pattern come together in a sophisticated and show-stopping design, representing an unmistakable synergy between fashion and fragrance,” said Baerbel Bureick, Chief Marketing Officer, Inter Parfums, Inc., the global licensee for MCM fragrance.

Jean Madar, Chairman and CEO, Inter Parfums, Inc. stated, “Over a year in the making, the result of our collaboration with our MCM partners elevates fragrance, packaging, and marketing to a rarefied summit within our industry. Together we accomplished what we set out to accomplish, namely to fuse luxury with an expressive spirit of originality and optimism, and we can all use an infusion of optimism at this time.”