



The launch of Guerlain Homme, the first fragrance featuring Pininfarina design

Paolo Pininfarina designed the concept behind the bottle for the new men's fragrance launched by the French maison



The partnership between **Guerlain** and **Pininfarina** has led to the launch of the new men's fragrance **Guerlain Homme**, which was given its world preview in Paris. The famous French perfume house commissioned **Pininfarina Extra**, the Pininfarina Group company specialised in product and interior design, to **design the bottle** for the new fragrance.

"This is the first time we have applied our creativity to the perfume industry, and it is a source of pride for us that a historic brand like Guerlain, on its 180th anniversary, chose us to work on a fragrance destined to become a classic, as the choice of the name, simply "Homme", shows", commented **Paolo Pininfarina**, President and CEO

of Pininfarina Extra. *"This led us to create clean, essential lines which convey elegance and sophistication, and use materials to interpret the characteristics of the fragrance created for Guerlain by Thierry Wasser and Sylvaine Delacourte: determination, energy and freshness".*

The solid glass bottle designed by Extra features a three dimensional metal plaque which not only introduces a subtle element of contrast, but also recalls the design and materials of luxury cars. The two lines which extend upwards from the centre of the plaque to the glass stopper are inspired by the shape of the male torso. Fluidity, power and luminosity also come through in the details: the streamlined, tactile indent in the centre of the spray, and the solid feel of the bottle, with its precious touch of cold metal bearing the minimal imprint of its name: Guerlain Homme.