



Oscar de la Renta taps premium Alibi bag for fragrance bottle design



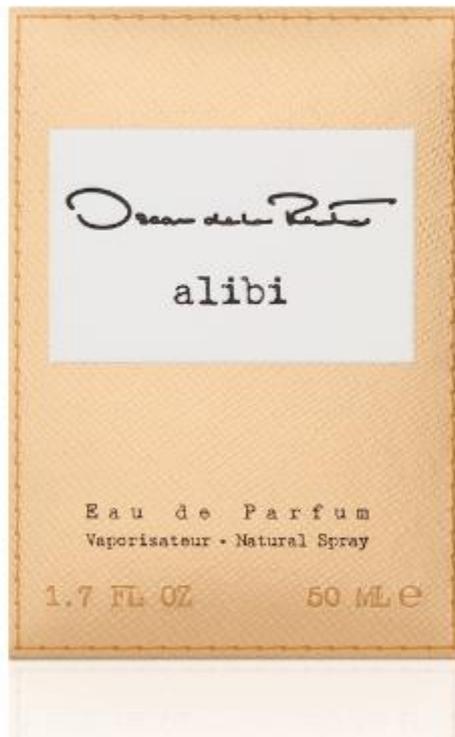
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[Interparfums Inc](#)'s latest fragrance for Oscar de la Renta takes both its name and design cues from the fashion house's Alibi bag. This marks the first fragrance project conceived by Oscar de la Renta's co-creative design directors Fernando Garcia and Laura Kim.

Alibi Eau de Parfum, the new fragrance from US design house Oscar de la Renta, comes in a bottle inspired by the fashion brand's Alibi handbag with its signature lock clasp. The thick-walled flacon ([Bormioli Luigi](#)) with clean structural lines highlighting the pink juice within is topped with a gold-colored spray cap (Techwin).



The label (Kroger Packaging) on the bottle's facing is made of Avery Dennison's Fasson 70# Bright White Felt, which offers an uncoated textured look. For the supplier, the challenge lay in finding an ink – Jet Black– resistant to the absorbent nature of the uncoated material. The label was given a matte coating, followed by a final embossing to create a more distinct and custom textured look. "The embossed paper look that the brand was aiming for did not exist, so we made a custom embossed background," Kroger Packaging explains.



The folding box (Diamond Packaging) made using Clearwater Candesce .018 SBS paperboard features an embossed leather-like pattern with stitching detail. Gold ink is overprinted on cold foil to create a shimmering metallic effect, and the box also features offset printing and UV gloss and aqueous matte coatings.

Alibi Eau de Parfum was composed by Catherine Selig (Takasago) with notes of mandarin, vanilla, heliotrope and amberwood.



Bottle BORMIOLI LUIGI



Atomizer, shoulder plate TECHWIN



Pump SILGAN DISPENSING



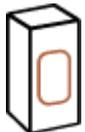
Label KROGER PACKAGING



Label (paper) AVERY DENNISON



Box DIAMOND PACKAGING



Box (paper) CLEARWATER PAPER



Insert GENERAL FIBRE



Perfumer CATHERINE SELIG (TAKASAGO)

KATIE NICHOL

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