



## Miley Cyrus Basks in a Field of Flowers for Gucci's New Flora Gorgeous Gardenia Eau de Parfum Intense



Kaleigh Werner [View All](#)

Miley Cyrus doesn't have to buy herself flowers when she's got Gucci's new Gorgeous Gardenia Eau de Parfum Intense, the latest scent in the Italian brand's Flora collection. The 32-year-old "Used to be Young" singer was tapped to be the face of the campaign after serving as the ambassador of the Gucci Flora Gorgeous Gardenia fragrance since its initial release in 2021.



Set against the Los Angeles skyline at sunset, the campaign imagery, shot by Tyler Mitchell, features Cyrus sprawled in a field of pink and white flowers, with a fuchsia fragrance bottle in hand. The serene scene is meant to mimic the dichotomy of the scent: a powerful blend of florals mixed with vibrant woody notes.

The entire Flora collection is designed as an ode to female empowerment, femininity and freedom. This particular aroma, a reinterpretation of the original Gorgeous Gardenia, celebrates the delicate and fearless duality of womanhood, encouraging its wearer to pursue their deepest desires.





The new scent captures the sensuality of the gardenia flower by using all parts of it.

"With Gucci Flora Gorgeous Gardenia Eau de Parfum Intense, I wanted to enhance the sensuality of the gardenia by capturing the flower's full depth, from its creamy richness to its woody facets," Blanc explained. "The scent opens with a rush of citrus, unfolding into its full floral elegance, before embracing the bold warmth of its intensely enveloping depths."

Like the existing Flora fragrances, the Eau de Parfum Intense is wrapped in the brand's



heritage floral print painted by Vittorio Accornero de Testa for Gucci in 1966. The “Intense” is written in a shimmery gold font. Size options include a 10-ml spray pen, as well as 30-, 50- and 100-ml bottles.

Cyrus has been working as an ambassador for Gucci Flora scents for four years now. She first joined as part of the brand's 100th anniversary. Since then, she's starred in campaigns for the Gucci Flora Gorgeous Orchid Eau de Parfum and the Gorgeous Jasmine scent.

The brand describes Cyrus as the perfect model for the nascent fragrance; someone who's both free-spirited and versatile. When she first joined forces with Gucci, then creative director Alessandro Michele said: “Miley Cyrus is an artist with a spirit that is both rock ‘n’ roll and eclectic at the same time.”

