

## Sam Edelman Unveils ‘Duet’: A Scent of Heritage & Romance

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In a graceful pivot from footwear to fragrance, Sam Edelman introduces its debut perfume, *Duet Eau de Parfum*, merging the brand’s design legacy with olfactory storytelling. Developed in partnership with Parlux Ltd., this launch marks a fresh exploration of “femininity and sensuality” through scent.

### A Story Woven with Romance & Design

*Duet* is not just a name—it’s an homage. Inspired by the creative and romantic partnership of founders Sam and Libby Edelman, the perfume mirrors the interplay between “creator and muse,” an intimate bond foundational to the brand’s identity. Sam Edelman emphasized that the fragrance is “an organic expression of the femininity and sensuality that Libby brings to the Sam Edelman universe,” seamlessly fusing legacy with innovation.

### Scent Notes: A Symphony of Contrast

Perfumer Alexandra Monet of Firmenich crafted *Duet* to embody duality:

- **Top notes:** Mandarin, Grapefruit, and Fig offer an addictive citrusy opening.
- **Heart notes:** Coconut Water, Gardenia, and Cassis introduce a lush, floral bouquet.
- **Base notes:** Cedarwood, White Suede, and Musk anchor the fragrance with warmth and depth.

The result is luminous, floral-watery—designed for women who embody both strength and softness.

### Bottle Design: Ballet Heritage Meets Elegance

In visual form, *Duet* is a nod to Sam Edelman’s iconic footwear roots. The bottle reimagines the shape of a ballet slipper, wrapped in rose-gold accents, ribbon-like details, and finished with a bow at the toe—paying tribute to the brand’s signature flat shoes introduced to America in the late 1980s.

### The Face of Duet: Charlotte Lawrence

Rising musician and actress Charlotte Lawrence brings *Duet*’s narrative to life as global brand ambassador. This partnership is deeply intentional—the campaign features her song “Ballerina,” creating a thematic tie to both the perfume’s name and aesthetic.

Lawrence herself identifies strongly with the fragrance’s dualistic essence: “Duet captures the emotional duality of who we are—strong and soft, bold and grounded.”

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