

Balenciaga Launches 2025 Fragrance Collection

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Balenciaga has returned to the fragrance world with a meticulously crafted collection of ten perfumes, officially launched on September 10, 2025. Moreover, the series draws inspiration from the maison's rich history, beginning with a rare 1947 bottle of *Le Dix*, believed to be the only one in existence.

A Nod to History

The original *Le Dix* was created in 1947 by master perfumer Francis Fabron and named after Balenciaga's Paris address, 10 Avenue George V. Recently, archival research uncovered sketches of an earlier design, leading to the discovery of the sole surviving 1947 bottle in a private American collection. Consequently, this find became the blueprint for the new collection, with each bottle faithfully recreated using high-precision 3D scanning techniques.

The Collection

The ten fragrances in the 2025 line include:

- **Le Dix:** A contemporary reimagining of the original, featuring iris, leather, and powdery notes.
- **No Comment:** A mysterious fougère centered around Spanish cypress, reflecting Cristóbal Balenciaga's private nature.
- **Incense Perfumum:** A smoky tribute to the couturier's obsession with black, combining incense oils, cedarwood, and Spanish labdanum resin.
- **Cristóbal:** An original oud fragrance, embodying the cocooning nature of Balenciaga's garments.
- **To Be continued:** Inspired by Balenciaga's Tulip silhouette, blending jasmine, ylang-ylang, tea leaves, and bergamot.
- **Muscara:** A smoky version of *Le Dix*, inspired by the dramatic kohl-rimmed eyes of 1960s haute couture models.
- **100%:** A fragrance encapsulating the essence of the house's legacy.

Furthermore, each perfume comes in a bottle that mirrors the original 1947 design. It features a globular stopper, a hand-tied ribbon, and a lacquered label with a vintage patina, adding historical authenticity and luxury.

Availability

The Balenciaga fragrance collection is available at select stores worldwide. Notably, it will be available at the Balenciaga perfume store at 10 Avenue George V, Paris. Basically customers can buy it online.

This launch marks a significant return to perfumery for Balenciaga. Additionally blending archival inspiration with contemporary artistry, the maison reaffirms its commitment to craftsmanship and innovation. Consequently, the 2025 collection appeals to both longtime fans and modern fragrance enthusiasts worldwide.

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