

Dossier Launches First Celebrity Fragrance with MGK

Published on 04 Oct 2025 | By IFI Correspondent



Perfume house **Dossier** has revealed its first ever celebrity fragrance partnership. The collaboration is with artist, actor, and style icon **MGK** (Machine Gun Kelly). Thus the scent is named **Lost Americana**, after MGK's latest album. It enters Dossier's **Originals** line as a new unisex offering.

Fragrance Notes & Mood

The fragrance opens with **incense, almond, and pink pepper** in its top notes. Its heart reveals **nutmeg, myrrh, and cinnamon** for warmth and depth. At its base, **vetiver, patchouli, suede, vanilla, and dark chocolate** linger. Overall, the scent balances spice, earthiness, and gourmand touches.

Vision Behind the Collaboration

Dossier's founder & CEO **Sergio Tache** explained their values: individuality, creativity, and accessibility. He said partnering with MGK—an artist known for bold self-expression—felt like a natural extension. Therefore they spent months crafting a unisex scent that synthesises both identities.

Tache noted this collaboration signals the start of more celebrity partnerships ahead.

Campaign & Imagery

The campaign features **MGK** as its central face.

Shots were filmed in California's desert environments to evoke longing and atmosphere. *Lost Americana* is now available online exclusively via Dossier's website. It is also offered at Dossier's NoLita flagship in New York. Overall this marks a turning point for Dossier, entering the celebrity fragrance space

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