



## The origin of femininity

During the first half of the seventies, there was an entirely virgin terrain in which Loewe had not yet applied its creative principles: the world of luxury fragrances. A natural accessory to fashion, selective perfumery was initially conceived for exclusive sale in Loewe boutiques. This division started off with the creation of "L de Loewe", the first perfume of the brand that came in 1972. It was such a success that Loewe had to give in to the growing demand for its general distribution in Spanish perfume stores. And so, "L de Loewe" became the first product to be commercialized outside its own boutique chain in its 125 years of history.

Even though this perfume is not part of the brand fragrances portfolio anymore, Loewe takes now the inspiration from the old name "L de Loewe" to create a new different fragrance under the name "L Loewe". A completely new and romantic eau de toilette that remembers the first steps of Loewe in the world of luxury fragrances.

### Concept

The new L Loewe is, like the flowers, an exquisite fragrance that reveals a delicate and romantic essence.

L Loewe, is the natural, fresh and radiant femininity

L Loewe is a most natural smile

L Loewe is the most passionate kiss

It is the skin, the essence, the body, the mind...

It is the touch, the sense, the impetus, the energy...

L Loewe is Loewe femininity



Style Personality  
Exquisite  
Delicate Feminine  
Transparent Elegance

### **Bottle**

The delicate pink of the fragrance can be glimpsed through the exquisite, transparent glass.

Centered and silkscreen printed in black, an elegant Loewe L bursts in, endowing it with an exquisite elegance. Its delicate, bright-pink stopper adds light and harmony to an elegant, simple, discreet bottle.



### **Packaging**

A harmonious, elegant and delicate case.

A superb Loewe L, full of curves and femininity, stands out against the pink background.



## **F r a g r a n c e**

L Loewe takes flight with a fresh accord of bergamot opening into a vibrant armful of flowers with a delicate touch of peony and violet.

### **Top Notes**

Bergamot  
Tangerine  
Cassis  
Neroli  
Fressia

### **Heart Notes**

White peach  
Peony  
Violet  
Carnation

### **Base Notes**

Musk  
Sandalwood

## **R a n g e**

L Loewe Eau de Toilette 30ml

L Loewe Eau de Toilette 50ml

L Loewe Eau de Toilette 100ml



For more information, please contact with:

PERFUMES LOEWE ASIA (Booth no. HS16)

Ms Edith NG

Tel : +852 2962 4871

Email: [eng@hk.lvmh-pc.com](mailto:eng@hk.lvmh-pc.com)

