

Inter Parfums to roll out Nine West's Love Fury this month



Love Fury has enjoyed success with leading department store retailer Macy's since its US launch in February

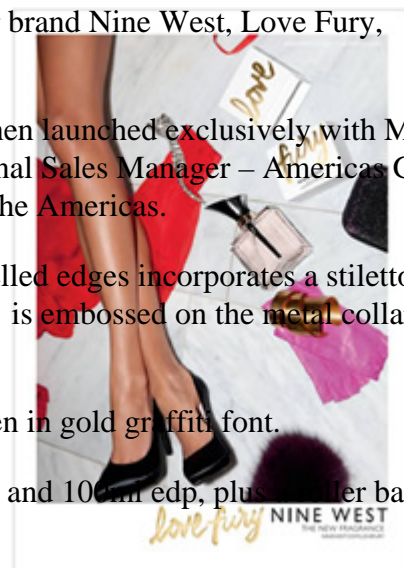
Inter Parfums is rolling out the debut feminine fragrance from footwear brand Nine West, Love Fury, internationally this month.

First unveiled at last year's TFWA World Exhibition, Love Fury was then launched exclusively with Macy's in the US this February with successful results, Inter Parfums USA Regional Sales Manager – Americas Gaëlle Delannoy told The Moodie Report at the IAADFS Duty Free Show of the Americas.

In line with the brand's shoe heritage, the square glass flacon with bevelled edges incorporates a stiletto-style "heel" stopper, which runs through the centre. "Love Fury Nine West" is embossed on the metal collar and the juice is tinted a subtle pink.

The bottle is packaged in a crisp white set box with "Love Fury" written in gold graffiti font.

The Nine West Love Fury fragrance collection comprises a 30ml, 50ml and 100ml edp, plus a smaller ball version (US only) and a 175ml body lotion.



The Love Fury ad portrays the Nine West woman, an "icon of fatal attraction"

As reported, the juice was composed in partnership with Firmenich. The woody floral oriental has top notes of Rose Bud FirNat, mimosa petals absolute, mandarin, red berries pulp; heart notes of Tiare Tahiti NaturePrint, Jasmine Sambac FirAbs, and sandalwood; and base notes comprising orris flower, musk, precious wood, and amber.

Inter Parfums will extend the Love Fury line with a new addition, **Love Fury Kiss**, Delannoy revealed to The Moodie Report. The plan is to launch around Valentine's Day next year.

The juice will be a denser pink compared to the original, with a pink cap.