



# BYRRIEIO

EAU DE PARFUM  
COLLECTORS EDITION

BLANCHE

ILIR LATIFI  
PHOTOGRAPHED BY  
KACPER KASPRZYK

# BYREDO

## Blanche

“With Blanche, I wanted to capture the idea of texture and fabric and skin—and to translate a level of intimacy which is very human.”

—Ben Gorham, Founder & Creative Director, Byredo

A longstanding icon in the Byredo catalogue, Blanche explores beauty and intimacy through the brand’s distinct perspective. Revitalised and revealed anew through a collectors edition bottle and white cap alongside the debut of a new photographic campaign, this is Blanche as you may not have known it before: a radically liberated, subversive exploration of beauty and strength.

## Fragrance

An intimate expression, powerful in its purity.

The smell of clean skin and well-worn clothes; bodies slipping beneath fresh sheets after a long day spent; laundry baskets filled to the brim; a punch of detergent. At once exploring softness and strength, Blanche is an intimate expression of human reality, powerful in its purity.

The epicene scent expresses the contrast between white linen and dishwasher soap. An aldehyde hit softens into delicate rose. Through sandalwood and musk, the allure of the human touch remains ever present.

## Campaign

If you thought you knew Blanche, think again.

Showcasing UFC heavyweight fighter Ilir Latifi alongside professional dancer and bikini fitness athlete Rebecka Eklund, the campaign for Blanche, photographed by Kacper Kasprzyk, presents a distinctly Byredo perspective on pure physicality wrapped in fresh white cotton. Expectations are subverted; conventions disrupted. There’s no ode to delicacy here. If you thought you knew Blanche, think again.

### NOTES

Top: Aldehyde, Rose Centifolia  
Heart: Peony, Violet  
Base: Sandalwood, Musk

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