

OCUDA



"Fashion has really brought me back to the table and out of myself, again [...] it is definitely my comfort zone, and I feel that I am an actor for their pieces—for a simple girl who's almost dumb, that fits the bill pretty well!"

SELMA BLAIR

Photographed by RYAN PFLUGER, wearing PRADA



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No. 27 Walk My Way

LVERS

WE FOUND THE “SUN”, IN THE NEW FRAGRANCE
BY PHARRELL WILLIAMS AND JACQUES
CAVALLIER-BELLETRUD

All Fashion by LOUIS VUITTON and LOUIS VUITTON Men’s

Words by CAROLINA BENJUMEA

Pharrell Williams and Jacques Cavallier-Belletrud led a quest to develop a unique fragrance that bottled the human experience of love, coupled with the essence of the warmth radiated through sunlight. As a result, this sparked a creative and philosophical conversation about light, photosynthesis, and the source of life, in which the fragrance captures a distinctive and refined scent reminiscent of deep connection.

In June 2023, Pharrell Williams presented his first collection as the Men’s Creative Director of Louis Vuitton Men. This highly anticipated debut sparked many discussions about the creative’s values and personal history as the starting point of his inspiration. LVERS, the name of his debut collection, was showcased at the Pont Neuf with the sun as both a backdrop and as a common thread throughout the looks, signifying a universal source of life and healing. This same concept was the foundation for LVERS, the first men’s fragrance created under Pharrell Williams’ creative direction.

With a source of inspiration and the best perfumer around town, the journey to capturing the scent of sunlight in a perfume bottle began. Jacques Cavallier-Belletrud had a clear brief, the highest quality raw materials, the knowledge passed down through four generations of perfumers, and a collaborative relationship with none other than Pharell; the ball was in his court.

After 10 trials, Jacques finally captured the essence of sunlight. LVERS is warm and sophisticated, remarkable but not overpowering, masculine yet also feminine. LVERS is an extract of energy that Jacques and Pharrell created to uplift the spirits of those who wear it.

To find the perfect scent, the perfumer drew inspiration from the science of photosynthesis and its effect on life on Earth. The transformative power of light and its ability to create life were central to the perfume’s concept. Its main objective? To create a warm and healing environment for the being who wears it.

Crafted in Grasse, France, the world’s capital of perfume, this

fragrance is a captivating blend of green and warm scents that transport the wearer to a lush, verdant forest and an uplifting dimension. The scent centers on an aromatic note of galbanum, accompanied by a subtle yet vibrant citrus-y bergamot. Ginger adds a spicy note; sandalwood imparts woody and slightly creamy essence; and cedarwood contributes a dry and robust character.

Infused with a vintage citrus twist, LVERS achieves a harmonious balance of simplicity and sophistication. Designed for the modern man, the fragrance exudes a holistic aura and is associated with a well-being practice that provides the same positive effects as sunlight on the human experience.

The fragrance, versatile and suited for many events, carries a bittersweet tone, adding depth and complexity. Its blend of herbal and tropical accents creates a vibrant, sunny ambiance, embodying the soft side of today’s masculine man.

The LVERS fragrance is encased in a cylindrical silhouette, a signature of Louis Vuitton’s fragrances, featuring striking holographic and iridescent glass that captures and reflects light. This design symbolizes the multifaceted nature of the scent, bridging the gap between modern elegance and natural vibrancy.

Launched in June 2024, LVERS has catapulted Pharrell as a creative force in the industry and as a visionary whose influence extends beyond style and clothing, touching the entire spectrum of artistic expression.

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