



## Coach Dreams Sunset: Red sky at night



Following the launch of [Coach Dreams](#) in 2020, Interparfums is launching Dreams Sunset this spring. The brand once again called on New-York based agency Baron & Baron for the bottle and box design.

With Coach Dreams Sunset, the US brand has added a second women's fragrance to its Coach Dreams franchise. A floral oriental created by Nathalie Lorson (Firmenich), the EdP contains top notes of bergamot and pear sorbet, a heart of jasmine sambac and magnolia and a base of vanilla and tonka bean.

The fragrance is housed in the same, apothecary-style flacon ([Stoelzle Masnières Parfumerie](#)) as Coach Dreams, this time lacquered ([Nigermat](#)) in a graded reddish-orange hue evocative of the "golden hour" that inspired the scent. A white and gold label ([Printor Packaging](#)) is affixed to the flacon (ICA), which is crowned with an electroplated golden-colored cap in the shape of a tea rose ([Albéa](#)).



The stitched faux leather band ([Oriol & Fontanel](#)) adorning the collar is a nod to Coach's leather goods heritage, this time in off-white. An anti-rotation system enables the band to be quickly mounted on the specially designed collar (Albéa). During assembly, the collar separates into two halves, enabling the band to slide on. A stitch-free ultrasound technique enables it to be locked onto the collar, while soldering the band gets rid of unwanted thickness in the seam.

The fragrance box features a rose gold glitter finishing and the brand's iconic carriage logo in gold.

Launching in France in April, Coach Dreams Sunset retails at €55 for 40ml, €76 for 60ml and €106 for 90ml.



Bottle STOELZLE MASNIÈRES PARFUMERIE



Cap/collar ALBÉA



Faux leather band ORIOL & FONTANEL



Bottle decoration NIGERMAT



Label PRINTOR PACKAGING



Label gluing ICA



Pump SILGAN DISPENSING SYSTEMS



Box DRAEGER



Insert SMURFIT KAPPA SIEMCO



Bottle/box design COACH, BARON & BARON



Perfumer NATHALIE LORSON (FIRMENICH)