

*Creative duo Leta Sobierajski and Wade Jeffree challenge concepts of traditional fragrance visuals, freeing the medium from its outdated and stuffy style, and replacing it with colorful, quirky, and highly unique imagery in line with the new era of scent that lies ahead.*

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[2]

Leta Sobierajski and Wade Jeffree are true originals. They have come up with an excitingly fresh take on perfume imagery: never repetitive, trademarked with a signature style of bright colors, crisp contrasts, and a wide range of textures. After setting up their shared design studio in 2016, Wade and Leta have built up a client base that includes Gucci, Comme des Garçons, D.S. & Durga, and the likes of Vogue and Google.

Whether it’s a hand wearing a black latex glove and holding the matte, gray bottle of the fragrance *Concrete*, or the *Rose Atlantic* perfume sitting in a fishbowl with pink pebbles and pink coral against a backdrop of magenta velvet curtains, each image perfectly encapsulates the spirit of a fragrance, often with a tongue-in-cheek twist. “We love the storytelling involved with a scent. While the smell itself is rich, the story needs to be just as articulate as the smell. We love being able to visualize the stories that scents aspire to tell, and we build worlds around the notes that inspire us,” they explain. “There are so many inspirations involved in building a scent, and we love that we can utilize every element of the story to create our vision.”

[1] Campaign for D.S. & Durga's *Cowboy Grass*, an herbal vetiver fragrance.

[2] Campaign for D.S. & Durga's *Debaser*, a Pixies-inspired fruity perfume.