

New Launches

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Return of a Fragrance Legend, Jaguar for Men by Jaguar Fragrances (Art & Fragrances)

Exactly 20 years ago this year, Jaguar for Men was launched – a spicy-fresh fragrance for men. It was the first fragrance developed and launched by Jaguar Fragrances with millions of units sold world-wide. The fragrance composition of Jaguar for Men was one of the masterpieces of perfumer **Thierry Wasser (from Givaudan in the 80's)**

Capitalising on its outstanding reputation, Jaguar for Men is being re-launched this autumn. The original fragrance of Jaguar for Men remains unchanged: *the top note is fresh spicy and aromatic with a refreshing breeze of Mediterranean spices and citrus fruits, from lavender, basil, thyme, bergamot, mandarine oranges and oranges. In the middle, the warm notes are brought by sandalwood, fir, cedar, patchouli, nutmeg and carnations. The ultra-masculine, seductive and sexy base is composed of notes of musk, ambergris, tobacco and leather.*

The classic original shape of the bottle is retained although the colour has been updated to reflect current trends. The new Jaguar for Men flacon is a dark, transparent green, which harmonizes perfectly with the silver cap and the silver inscription of the leaping cat. The overall effect is clear, cool and masculine. Jaguar for Men is available now in a selection of perfumeries and department stores.



Laughter by Space NK

Space NK are adding new products and relaunching their best-selling **Laughter fragrance**, and will be opening nine boutiques in Bloomingdales stores from November 2008. Laughter is being relaunched to celebrate the brand's 15th anniversary. Joining the current Laughter eau de toilette

and body products will be an **eau de parfum** and a solid parfum.

The fragrance is based on founder **Nicky Kinnaid's** personal memories of childhood, inspired by the Spanish Mediterranean Costa del Azahar. Laughter contains notes of *bergamot, grapefruit, lime, juniper berry, angelica root, verbena, rosemary, fennel, coriander, patchouli, amber, musk and ginger*, signed by **Christopher Sheldrake**.

Omnia Green Jade by Bvlgari

Shown at last month's TFWA World Exhibition in Cannes, the scent will be launched into domestic and travel retail markets worldwide from February 2009.

This latest Omnia incarnation follows on from the original Omnia, Omnia Améthyste and Omnia Crystalline lines. Described as a symbol of harmony and seduction, green jade "evokes the vivacious elegance of a young, modern woman who seduces in her innocence", according to Bvlgari. The fragrance is aimed at a younger, more contemporary target consumer.

The juice opens on notes of *green mandarin and spring water, leading to a heart of white peony, pear blossom and jasmine. The dry-down features pistachio, white woods and musk*, signed by **Alberto Morillas (Firmenich)**.

