



Return of a Fragrance Legend

Jaguar for Men

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 Franchises with millions of units sold world-wide. From the outset it was extremely popular and has subsequently developed into a true fragrance classic. The incredible success of **Jaguar for Men** is all the more remarkable given that so few fragrances retain their position in the market for more than five years.

What makes a classic fragrance so appealing?

In order to stand out among the hundreds of fragrances for men, a brand must be very strong, have a distinctive scent and be attractively and timelessly packaged. **Jaguar for Men** has all of these: A source of fascination since 1935, the appeal of the Jaguar brand, symbolized by the leaping cat, lies in its unique elegance, quality and refinement. Jaguar is not only admired among automobile enthusiasts, but it is one of the 20 best known brands in the world.

The fragrance composition of **Jaguar for Men** was one of the masterpieces of perfumer Thierry Wasser who today is the head perfumer at Guerlain. It is no surprise that fragrance experts still consider Jaguar for Men an icon amongst masculine fragrances.

The original fragrance – a pleasure for fragrance connoisseurs

Capitalising on its outstanding reputation, **Jaguar for Men** will re-launch this autumn. The original fragrance of **Jaguar for Men** will remain unchanged: the head note exudes a refreshing breeze of Mediterranean spices and citrus fruits, from lavender, basil, thyme, bergamot, mandarine oranges and oranges. A breath of gardenia gives the fragrance a distinctive air. In the heart note are the warm scents of sandalwood, fir, cedar, patchouli, nutmeg and carnations. These scents then blend elegantly into the ultra-masculine, seductive base notes of musk, ambergris, tobacco, fern and leather. Compared to most of the modern fragrances, **Jaguar for Men** is more heady and expressive, making it the perfect fragrance for connoisseurs who expect real 'power' from their perfume. In times when there is a plethora of perfumes on the market, fragrance classics have the ability to capture new admirers.

Timeless design – impeccably crafted

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 will be available in autumn of 2008 at selected perfumeries and department stores. The fragrance is available as Eau de Toilette Natural Spray 100 ml for CHF 65.00/ EUR 40.60 and as After Shave Splash 100 ml for CHF 52.00/ EUR 33.00.

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