

THE MASCULIN FRAGRANCE FROM JAGUAR

For the man with an instinct for the luxurious

Jaguar, internationally-recognised for its sleek and stylish cars, launches its signature men's fragrance, *Jaguar*.

Having worked closely with the renowned nose, Dominique Preysson of the house of Takasago in Paris, Jaguar has created a new, distinctly masculine fragrance that may also be worn by women with a love of aromatic scents.

Reflecting Jaguar's fluid mix of the traditional and the contemporary, *Jaguar* subtly expresses both sensuality and freshness. While the fruity-fresh head note is given a delightful accent by an aromatic blend, the heart note of subtle scents of lotus flowers and orange blossom is enhanced by ginger. It is the lasting balsamic base note that finally lends this composition of aromas its sensuality.

The design of *Jaguar's* bottle is imposing in its pure, elegant form. The Parisian designer Thierry de Baschmakoff has encased the ice-blue, Jaguar branded bottle with a sleek, chrome frame: simple, contemporary packaging that enhances the image of the fragrance.

The fragrance will be launched exclusively at Harrods, London and at Bloomingdale's, New York City during the last week of March 2002. The world-wide distribution through selected retailers will start in May 2002.

The range consists of Eau de Toilette Natural Spray, 40ml, 75ml and 100ml, Eau de Toilette Extrême (luxury version) 100ml and After Shave Splash, 75ml.

DESIGN

CAPTIVATING DESIGN WITH THE JAGUAR SYMBOL

It's captivating, simple and sleek, incomparably elegant and masculine - the bottle that contains the new Jaguar fragrance. It bears the creative individuality of the successful Parisian designer **Thierry de Baschmakoff**, who has made a name for himself and his company **Aesthete** internationally through their remarkable designs of luxurious perfume bottles, watches, leather goods, pens and eye glasses. When he developed this striking Jaguar perfume bottle, the designer was clearly inspired by the sleekly elegant shape of the new generation of Jaguar automobiles. Set optically in the centre, of course, is the distinctive symbol of the leaping Jaguar, the world-famous synonym for masculinity, power and elegance. Characteristics that also mark the man who will be wearing this fragrance. An eye-catching element is the chrome frame that wraps the bottle like an elegant cloak - elliptic at the base, flowing up to the neck in a sleek arch, which softens the distinctive masculine shape of the bottle's body and lends it a tender sensuality. As crowning touch the metal cap is also embellished with the distinctive Jaguar. The bottle body itself is of blue-tinted glass, an element that communicates a certain cool reticence while the overall flowing silhouette and the noble material underline the elegance of the bottle. Both the fragrance and the bottle will appeal to the man of today who loves all that is beautiful and luxurious.

At POS, the new Jaguar fragrance will appear in an elegant, ice-blue folding box, again featuring the leaping Jaguar, the quintessence of masculinity and power.

Thierry de Baschmakoff and his company *Aesthete* have been designing luxury items for over 15 years. They work with fashion designers such as Cerruti, Ungaro, Claude Montana or Gianni Versace and have created designs for the watches and perfume bottles of Bulgari, Chaumet, Fred, Van Cleef & Arpels, Cartier and Mauboussin. Thierry de Baschmakoff and his team of 14 are masters at crafting their materials - an important prerequisite for the creative and stylistic confidence it takes to render a brand image.

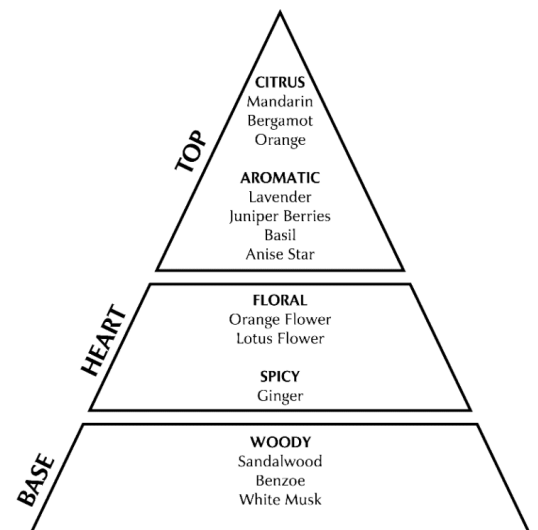
FRAGRANCE

JAGUAR – A NEW CONCEPT IN FRAGRANCE

When they set out to develop an original new fragrance concept, the creators at **Takasago Parfums** in Paris wanted to create a new generation of the Jaguar fragrance like no other on the market. Under the masterful supervision of the famous and successful nose **Dominique Preyssas** they have succeeded in crossing two specific fragrance concepts – sensual-aromatic. The wonderfully refreshing note perceived at first contact with Jaguar comes from the refined blend of mandarin, bergamot and orange. This pleasing prelude flows immediately into the aromatic accord of lavender, juniper berry, basil and anise star. A particularly delightful combination that imparts a lively head note, which at the same time, seems to be gentle, soft and sensual. This evolves into a fine heart note in which the delicacy of lotus flowers and orange blossoms blends seductively with the spiciness of ginger. It is the subtle woody and balsamic notes, accompanied by luxurious sandalwood, sumptuous benzoin and white musk, which are responsible for the lasting sensuousness of this fragrance.

With his unusual concept *Dominique Preyssas* has developed a fragrance that can be classified as a member of the sensual-aromatic fragrance family, but which distinguishes itself through its obvious originality, displaying its unmistakable character in the form of Eau de Toilette, Eau de Toilette Extrême and After Shave Splash.

Domiciled in the fashion and perfume capital of Paris, *Takasago*, the creator of the new Jaguar fragrance, has also developed perfumes for such famous houses as Davidoff, Joop, Yves Saint Laurent, Van Cleef & Arpels.



Media contact
Jaguar Fragrances SA
Sylwia Petridis
Bühlstrasse 1
CH-8125 Zollikerberg
sylwia.petridis@art-fragrance.com
Tel +41 43 499 45 31 Fax +41 43 499 45 02