

## JAGUAR WOMAN

The new fragrance for independent women who are aware of the extraordinary effect they create

*Jaguar stands for elegance, cosmopolitanism, power and the out-of-the-ordinary. So Jaguar is an apt symbol for today's generation of women: modern, independent and successful. What a woman! Jaguar recognised the desires of these special women. The ultra modern design of the noble Jaguar brand is a dream no longer reserved to men. Today's self-confident woman is as keen to drive a Jaguar as her male colleagues, and so we designed a special personal fragrance just for her - JAGUAR Woman. A new style that ousts the old British Racing Green. Jaguar is now the ultimate expression of a totally modern lifestyle.*

The woman for whom the new Jaguar fragrance was created is modern, independent, committed and successful. Her love of life and enterprising spirit arouses envy and she demands stylishness - whether in fashion, jewellery or other accessories. Thanks to her cosmopolitan lifestyle combined with her critical curiosity, she knows how to operate on the international scene. Characteristics that together with her yearning for the beautiful things in life and her love of good design are truly reflected in the new Jaguar Woman fragrance. She is fascinated by the amazing contrasts of this flowery, fruity yet fresh fragrance, reflecting and effectively emphasising her femininity and coolness.

Mirroring the cosmopolitan worldview of the women for whom it was created, Jaguar Woman is the work of two successful perfumers from Symrise, Maurice Roucel in New York and Bernard Ellena in Paris. They have created a deeply contrasting rich fragrance ranging from floral fresh to fruity, a beguiling and feminine combination of notes.

Restrained and elegant in the simple purity of its design, the Jaguar Woman perfume bottle is captivatingly attractive and feminine. The rose pink glass body has an eye-catching chromium surround, overlaying the bottle like an elegant coat - and the unmistakable pouncing cat brand symbol. The bottle and packaging again bear the creative signature of the successful Paris designer Thierry de Baschmakoff, known for his many creations in the domain of international luxury goods.

With this top-of-the-range fragrance, the female counterpart of the 2002 and 2003 men's fragrances Jaguar Classic and Jaguar Performance, a trilogy of fragrances is born.

Jaguar Woman will be available in international specialist outlets from spring 2004:

Eau de toilette Natural Spray, 40 ml  
Eau de Toilette Natural Spray, 75 ml  
Perfumed Body lotion, 150 ml  
Perfumed Shower gel, 150 ml.



## THE FRAGRANCE

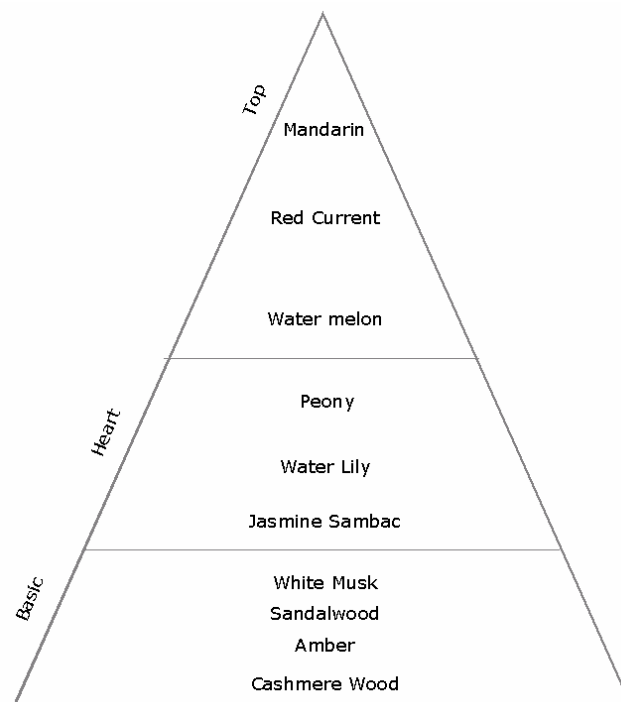
A perfume full of exciting contrasts, composed by Maurice Roucel and Bernard Ellena

Jaguar Woman means tender floral notes, yet is at the same time piquant, fresh and fruity, a sensual combination of fragrances. A perfume that could not be more exciting and full of contrast. A rather cool but refined beginning in the top notes, through fruity essences of lemon, blackcurrant and water melon, blended harmoniously for a feminine heart note, leading into a brilliant bouquet of exquisite floral accords, dominated by water lily, jasmine and peony.

These flower and fruit accents ultimately combine with the rich base notes of sandalwood, cashmere, amber and white Muscat.

The new Jaguar Woman perfume is the successful result of the creative collaboration of two internationally successful “noses”. Maurice Roucel from New York, who contributes his unique combination of creativity, passion and success. Since 1997 head *parfumeur* at Symrise, he has won many awards for his perfumes and already developed many successful fragrances for famous houses such as Gucci, Hermès, Rochas, etc.

The creative and experienced nose of Bernard Ellena was also involved in the creation of Jaguar Woman. The *parfumeur* from Grasse worked throughout the world for many years on behalf of IFF - Argentina, New York and Hong Kong. Since his return to Paris, Bernard Ellena has worked for Symrise, and become deeply involved with Italian culture. The affinity thus developed informed his successful perfumes created primarily for the Italian houses of Versace, Ferrari, Benetton and Borsalino.



## THE DESIGN

The seamless beauty of an incomparably elegant bottle.

Created by the Paris designer, Thierry de Baschmakoff

Restrained and elegant in the simple purity of its design, the Jaguar Woman perfume bottle is captivatingly attractive and feminine. As previously for the two men's Jaguar fragrances, Thierry de Baschmakoff of Aesthete, Paris, was asked to translate the captivating form and unmistakable elegance of Jaguar into a feminine perfume bottle. The integral combination of glass and metal points clearly to an association with the E-type Jaguar. The striking pink glass symbolises contemporary woman, and the restrained, almost pure form conveys an impression of incomparable elegance. The eye-catching and stylish chrome bottle surround is a direct reference to the sleek sports car. Like a piece of jewellery, the cap nestles discreetly in the bottleneck. Occupying centre-stage on the bottle and the packaging is, of course, the unmistakable pouncing Jaguar.

Over the last 15 years, Thierry de Baschmakoff has been responsible for countless creations in the international luxury goods field where he made his name. His clients include amongst others, Cerruti, Ungaro, Claude Montana, Gianni Versace, for whom he has created stunning designs such as perfume bottles, watches, leather goods, pens and eye wear.

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