



**Jaguar Fragrances Ltd.**

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Jaguar Fragrances has added a brand new edition to its portfolio of best-selling fragrances.

Jaguar Pace, designed to celebrate the arrival of the all-new Jaguar F-Pace family sports car, is an expression of true masculinity, emanating power, confidence and charisma.

Only top perfumers, such as Alexandra Monet and Philippe Romano (Drom Perfumery, Paris), possess the creativity and technical know-how to transform the magic of a car into a sensational, intoxicating fragrance. Alexandra Monet said: "We imagined the fragrance of warm, damp asphalt after light summer rain: an aromatic and mystical aroma. Jaguar Pace is a very mysterious fragrance, which is both modern and classic, fresh and warm, clean and sexy."

The first impression created by Jaguar Pace is of a stimulating trio of strong black pepper, fresh green apples and aromatic rosemary. The heady fragrance compound Cashmeran is what comes to the fore next. Alexandra Monet: "We chose this raw material as the most important ingredient because we love its duality. It is very complex in character; it is a woody amber element with a spicy, almost peppery, fresh head note. It also provides a mineral element in the fragrance composition."

The heart note of Jaguar Pace is rounded off with aromatic lavender and luxurious orris, which marry elegantly with the classic, woody aromas of the base notes which include amberwood, patchouli and Crystal Moss.

## JAGUAR PACE FRAGRANCE PYRAMID

Top notes: Black Pepper, Green Apple, Rosemary

Heart notes: Cashmeran, French Lavender, Orris

Base notes: Woody Amber Accord, Patchouli, Crystal Moss



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The imposing appearance of the new Jaguar F-Pace has been passed on to the fragrance design. The grey and blue glass bottle has a similar bold silhouette to that of the new car and is complimented by the blue-tinted perfume. The compact base is covered with a sophisticated lattice design reminiscent of the famous Jaguar radiator grill. The centre of the bottle is emblazoned with a shiny round silver insignia with the unmistakable brand sign of the legendary cat. Finally, the shiny silver stopper creates an attractive contrast to these tones, whilst the packaging is in blue, grey and dark silver with black lettering.

Jaguar Pace will be available from April 2016 from selected perfumers and department stores.

Recommended retail prices:

Eau de Toilette Natural Spray, 60 ml                      £29.00 / CHF 42.00 / EUR 39.00 / USD 42.00

Eau de Toilette Natural Spray, 100 ml                      £45.00 / CHF 65.00 / EUR 60.00 / USD 65.00

For online access to the Jaguar Pace press material, please visit:

[www.jaguar-fragrances.com/pressroom/pace](http://www.jaguar-fragrances.com/pressroom/pace)

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