

The international perfume brand
Jaguar Fragrances introduces
a new fragrance



JAGUAR

JAGUAR STANCE

SHAPE YOUR REALITY

JAGUAR STANCE

SHAPE YOUR REALITY

Jaguar Fragrances presents a striking addition to its collection: Jaguar Stance. Designed for a creative, independent man who shapes his own future, the luxury brand's new perfume matches a distinctive, pulsating scent with a high-impact, textural bottle design.



STANCE
JAGUAR



**A STATEMENT SCENT
FOR A MAN WHO SETS
HIS OWN RULES**

Inspired. Inspiring. Individual, yet hyper-connected to the world, both real and virtual.

A free spirit who seeks authenticity, you are the author of your own existence. You decide who you want to be. And you want your fragrance to engage you at every level. As a self-confident statement of your style. As a creative, sensory experience. As the lasting memory of the many exciting moments in a vibrant life.

Be Jaguar. Shape your reality. Take a Stance.

THE BOTTLE: A STRIKING SENSORY DESIGN

Inspired by the faceted Jaguar Heritage lozenge logo, the Jaguar Stance bottle introduces a new visual code, already used as a decorative element in the new Jaguar I-Pace car.

Embossed into the smoky black glass, the 3D geometric shapes turns the bottle into a high-impact sensory experience. Matching the debossed plate bearing the name of the fragrance, the dark gun-metal cap is topped with the iconic Growler emblem.

The folding box reprises the bottle's striking, textural 3D effect thanks to a high-tech printing process.



**FAMILY:
WOODY
ORIENTAL**



**Top notes:
Cardamom, pepper,
nutmeg, mandarin,
apple**



**Heart notes:
Vetiver, patchouli,
cashmere wood**



**Base notes:
Musk, amber,
vanilla, moss**



THE FRAGRANCE: A STRONG SIGNATURE BLENDING SPICES AND WOODS

Created by Richard Ibanez, the powerful masculine accords of Jaguar Stance make an exciting, modern statement.

In the top notes, a bright shot of mandarin and a crisp, juicy apple note are textured by citrusy cardamom, tingling pepper and aromatic nutmeg. The heart reveals a potent blend of iconic woods. The smoke and flint of vetiver. The velvety depth of patchouli. The musky, sensual smoothness of cashmere wood.

In the drydown, musk, amber and vanilla bring comfort and sensuality, adding another, complex layer to the potent blend, turning Jaguar Stance into a thrilling sensory experience. And a memorable olfactory signature.



THE CAMPAIGN: SHAPE YOUR REALITY



Shot in evocative, high-contrast black and white, the campaign takes the Jaguar Stance man – young, modern, independent – from the glittering vista of a night-time metropolis to the freedom of the open highway. A man on the road. Urban, but connected with nature.

As he journeys at the wheel of his Jaguar, clouds, smoke, rain and crashing waves merge with the textural lozenge Jaguar Stance pattern, in a thrilling fusion of natural elements and sleek, futuristic design.

JAGUAR STANCE
WILL BE AVAILABLE
FROM DECEMBER
2018 FROM SELECTED
PERFUMERS
AND DEPARTMENT
STORES.



Recommended retail prices:

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

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

**MEDIA
CONTACT:**



INTERNATIONAL

Jaguar Fragrances AG
Communications
Esther Fuchs
Grubenstrasse 18
8045 Zürich
communications@laliq-ue-beauty.com
Tel +41 (0)43 499 45 00

UNITED KINGDOM

Sidhu & Simon Communications
Kim Jackson
36 Upper Brook Street
Mayfair - London, W1K 7QJ
jaguar@sidhuandsimon.com
Tel +44 207 491 9986

SWITZERLAND

Grauwiler Testa PR
Katja Grauwiler
Mantelgasse 10
8008 Zürich
katja@grauwilertesta.com
Tel +41 (0)43 488 22 99