



By appointment
to HM The Queen
motor car manufacturers
Bentley Motors Limited
Crewe Cheshire



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BENTLEY

Press Information

BENTLEY BEYOND – THE COLLECTION: DISCOVER A NEW WORLD OF SCENT

- **Bentley launches a new collection of three exclusive fragrances**
- **Journey to three different countries inspired by W.O. Bentley's passion for travel**
- **Exquisite faceted flacon designed in collaboration with Bentley**

(Crewe, 13 March 2019) Bentley Fragrances is delighted to introduce its first collection of exclusive fragrances for men and women. Launching with three evocative sensuous journeys to be followed by further additions, Bentley Beyond - The Collection matches peerless ingredients with exotic destinations.

Voyages have been part of Bentley Motors' identity from the outset. At the age of 14, founder Walter Owen Bentley, known as "W.O.", cycled an astounding 130 miles from London to Norfolk in a single day. He would later describe the joy of independent travel as "one of man's fundamental longings".

A luxurious wardrobe of scented accessories for trailblazers, the new collection will satisfy their appreciation of meticulous craftsmanship, the finest quality materials and uncompromising originality. For these exacting customers, fragrance must be an individual statement, an adventure that goes beyond trends and frontiers to the heart of emotion.



**EXTRAORDINARY
YEARS**

Julia Marozzi

Head of Lifestyle
Communications
julia.marozzi@bentley.co.uk
+44(0)7789 988258

Bentley Motors Ltd

Pyms Lane
Crewe
CW1 3PL

www.bentleymedia.com
communications@bentley.co.uk
@BentleyComms

A Journey into Scent



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Each of the three fragrances showcase a most precious ingredient that conjures an exotic destination; Bentley Beyond - The Collection translates a voyage into scent.

Composed by three rising young master perfumers, the first trio of the collection takes us to three different countries, each associated with a fragrance note and a colour theme inspired by Bentley Motors' exclusive palette.

The trio comprises: A trip to Acapulco, Mexico, with Exotic Musk, an ambery musky composition by Mathilde Bijaoui; a voyage to Goa, India, with Majestic Cashmere, a woody fragrance by Julie Massé; an odyssey in Java, Indonesia, with Wild Vetiver, an aromatic woody scent by Sidonie Lancesseur.

A Trip to Acapulco with Exotic Musk

Dizzying golden cliffs. A deep blue bay. The spectacular vistas of a legendary Mexican resort by the Pacific Ocean. A silky haze of musk evokes the sensuality of Acapulco nights.

Top notes: Orris, Ambery Woods

Heart notes: Orcanox, Ambranone, Tonka Bean

Base notes: Musk, White Wood

A Voyage to Goa with Majestic Cashmere



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With its lush tropical beaches by the Arabian Sea and striking architecture blending Hindu, Portuguese and Ottoman influences, Goa has long been a haven for chic Bohemians. Julie Massé evokes it by weaving precious ingredients from all over the world into a treasure of India: Majestic Cashmere.

Top notes: Incense, Coriander, Ambrette Absolute

Heart notes: Orris Absolute, Cashmere Woods, Tonka Bean

Base notes: Vetiver Bourbon, Orcanox™, Labdanum Resinoid, Musk, Patchouli

An Odyssey in Java with Wild Vetiver

Lush rainforests and ancient stone temples. Serene rice plantations and smouldering volcanoes. With Wild Vetiver, Sidonie Lancesseur explores the teeming riches of Java through the island's most beautiful gift to perfumery: vetiver.

Top notes: Bergamot, Pepper

Heart notes: Verbena, Vetiver

Base notes: Amberwood, Birch



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An Exquisite Flacon Reflects the Luxury Codes of the Marque

In collaboration with the Bentley Styling Team, the flacon and packaging of Bentley Beyond -The Collection display the same exacting standards and attention to detail as its cars.



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Bentley offers an unrivalled range of interior options, resulting in a rich choice of colour and trim combinations. The new collection draws inspiration from this palette to give each scent its distinctive chromatic code, both in the handstitched leather cap that evokes the interior of a Bentley car, and the tint of the scent, showcased by the transparent glass of the bottle:

Blue and teal for **Exotic Musk**

Amber and plum for **Majestic Cashmere**

Green and mustard yellow for **Wild Vetiver**

Created with the Bentley Styling Team the majestic faceted flacon is inspired by the signature cut-crystal glass headlights of the Continental GT. The stability of the heavy 400-gram bottle is ensured by a thick glass base. The legendary Bentley emblem is engraved on the silver metal shoulders of the flacon.

The elegant packaging is covered in a soft-touch leather grain paper. The label, in the same colour as the cap of each scent, bears the names of the collection, of the fragrance, and of the destination that inspires it.

The UK retail price for each 100ml bottle (including VAT) is £165.

- ENDS -

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Crewe
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Notes to editors

About Bentley Motors

Bentley Motors is the most sought-after luxury car brand in the world. The company's headquarters in Crewe is home to all of its operations, including design,



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R&D, engineering and production of the company's four model lines – Continental, Flying Spur, Bentayga, and Mulsanne. The combination of fine craftsmanship, using skills that have been handed down through generations, alongside engineering expertise and cutting-edge technology is unique to UK luxury car brands such as Bentley. It is also an example of high-value British manufacturing at its best. Bentley employs around 4000 people at Crewe.

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