



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



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BENTLEY

Press Information

BENTLEY FRAGRANCES INTRODUCES BENTLEY BECOME – FOR THE FEARLESS EXPLORERS

- **Bentley Fragrances introduces a new scent for the bold and the daring**
- **A new direction, set apart in style and scent, from the wider Bentley Fragrance portfolio, which recently celebrated its 10 year anniversary**
- **The fragrance instantly evokes a sense of boundless freshness and vibrant possibility through a dazzling citrus burst of sweet orange and bergamot**
- **Partnering with Symrise, renowned supplier of recycled and renewable ingredients, Bentley BECOME's composition harnesses cutting edge innovation and artisanal sourced plants and flowers**
- **Taking inspiration from the core Bentley design principles, the Bentley BECOME bottle design is sleek and refined, offering both sophistication and modernity**

(Crewe, 16 October 2024) Bentley BECOME is an exciting new chapter for Bentley Fragrances, celebrating the power of authenticity. The new fragrance presents a spicy-floral scent, with a sleek bottle design reflecting Bentley's sophistication and embrace of modernity.

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Evoking the spirit of fearless exploration, the fragrance beckons the bold and encourages you to seize life's every moment and take a step towards embracing your true essence.

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The fragrance was crafted by master perfumer Alienor Massenet, a liberated and iconoclastic perfumer whose independent and creative spirit can be sensed in every aspect of the composition. As Bentley BECOME reveals its identity

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through an addictive blend of bold ingredients, it creates an uplifting, inspiring, and empowering olfactory experience.

Alienor Massenet, senior perfumer explains: "Inspired by the beauty and magic of nature, I sought to create a scent that awakens the senses and evokes the feeling of being truly alive and powerful. Whether it's the grandeur of trees or the calm of water, these natural elements reconnect us to reality, allowing us to fully embrace the world around us. For this fragrance, I wanted to honor nature's peaceful yet powerful essence through the use of quality ingredients. BECOME is both invigorating, with fresh black pepper and juniper berries, and warmly comforting, thanks to the richness of myrrh absolute and Madagascar patchouli essence. These spicy, balsamic, and woody notes paint magnificent landscapes and transport us olfactively to the heart of the earth."

The creation opens with a dazzling citrus burst of sweet orange and bergamot, the scent instantly evokes a sense of boundless freshness and vibrant possibility. An invigorating hit of black pepper oil from Madagascar adds a daring, spicy twist, igniting the spirit of adventure within.

As the fragrance unfolds, it warms and deepens with green, zesty notes of juniper berry seamlessly intertwining with the rich, woody embrace of myrrh absolute. It then unveils its enigmatic and captivating character, blending the earthy richness of Virginian cedarwood with the creamy sophistication of santal album. This mesmerising combination is further enhanced by the grounding essence of vetiver and the exotic allure of patchouli, creating a scent that is both enduring and daringly forward-thinking.

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For Bentley BECOME, Bentley Fragrances is proud to partner with Symrise, the renowned supplier of upcycled, recycled and renewable ingredients. Through this inspiring collaboration, Bentley BECOME's composition harnesses cutting edge innovation and artisanal sourced plants and flowers from Symrise's Grasse based Maison Lautier. As a result, the fragrance boasts excellent sustainability ratings with 70.81 per cent renewable carbon and 46.97 per cent upcycled materials.

The refined bottle design embodies quiet luxury, enhancing Bentley BECOME's dedication to environmental responsibility while elevating its timeless appeal. Drawing inspiration from the iconic Bentley design principles, the bottle's shape radiates elegance with its signature roundness and meticulously crafted edges.

With Bentley BECOME, the flacon design introduces new details aligned with Bentley's commitment to sustainability. The cap, made of 100 per cent recyclable aluminium, and the striking biodegradable green colour gradient create an impressive visual impact. The fragrance name, boldly hot-stamped across the bottle, adds to its distinguished presence. This elegant design is mirrored in the recyclable, FSC certified carton.

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Bentley BECOME Eau de Parfum:

100ml or 60ml

100ml EDP: EUR 85, USD 99, CHF 95

60ml EDP: EUR 60, USD 75, CHF 70

Available now at shop.bentleymotors.com



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Notes to Editors

About Bentley Motors

Bentley Motors, renowned for its unparalleled luxury, seamlessly combines generations of fine craftsmanship with engineering expertise and cutting-edge design. Bentley has evolved over the decades, channelling its brand DNA into new realms of contemporary luxury lifestyle. By collaborating with masterful craftspeople, engineers, and designers, Bentley now extends its ethos into luxury furniture, architecture, and exclusive experiences, offering the ultimate in personalised self-expression and exclusivity to the world's most discerning clientele.

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