



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

### THE SCENT OF THE TRAILBLAZER – NEW BENTLEY MOMENTUM UNBREAKABLE

- **Bentley Fragrances presents new Momentum Unbreakable, a bold new addition to the line of vibrant, modern scents**
- **The scent has a masculine signature: a rich, warm palette of woods**
- **A textural bottle is fronted by a stone plate, reflective of the unique stone veneer options available to Bentley Motors' own customers**
- **A cutting-edge sustainable natural ingredient, Dreamwood™ is combined with the highest-quality ingredients to produce a unique, urban scent**
- **Browse the Bentley Fragrance collection for men here:**

<https://shop.bentleymotors.com/collections/men/fragrance>

**(Crewe, 6 May 2021)** Made for those with unbreakable spirit, the latest offering from Bentley Fragrances is a bold and spicy, yet creamy and floral scent for men. Bentley Momentum Unbreakable blends new, high-tech ingredients with age-old perfumery traditions, to create an unbeatable new fragrance. Variations in colour, pattern and texture on the stone plated bottle, ensure that no two are ever the same – just like the stone veneers available as a custom option within Bentley's cars.

A spritz of Bentley Momentum Unbreakable is like a step into the extraordinary – a scent for today's cool-hunters. The urban fragrance is built around the cutting-edge Dreamwood™, a sustainable natural ingredient that reproduces the smoky, creamy scent of sandalwood. Crafted from high-tech modern materials, age-old perfumery techniques draw out the best from high quality natural ingredients, meeting the same uncompromising standards as Bentley cars.

#### **Wayne Bruce**

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### **Nina Eadie**

Lifestyle Communications  
nina.eadie@keko.london  
+44(0)7725 737984

#### **Bentley Motors Ltd**

Pyms Lane  
Crewe  
CW1 3PL

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



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

Unbreakable is a warmer, woodier interpretation of the Momentum line, expressing all the thrilling facets of a contemporary urban adventurer. As the fragrance opens, violet leaf adds an aquatic touch to sparkling mandarin *sfuma*. The world's finest mandarin oil adds a green, floral and aromatic aura. A clean flash of lavender, matched with mint-fresh, rosy geranium, is softened by powdery orris.

Spicy with facets of liquorice, dried fruit and amber, immortelle warms the heart of Momentum Unbreakable, introducing the notes that make the scent's signature: a rich, warm palette of woods.

Truly innovative in its structure, the fragrance composed by Master Perfumers Fabrice Pellegrin and Ane Ayo, Momentum Unbreakable introduces Dreamwood™ for the first time in a Bentley Fragrance. Obtained through carbon-neutral biotechnology, the 100% natural ingredient is used in place of Mysore sandalwood, which is now a protected species in India, as a sustainable alternative with the same olfactory richness.

"Dreamwood™ adds an unexpected presence to the fragrance's composition, bringing a richly luminous aura with the same codes found in Mysore sandalwood essential oil", says Fabrice Pellegrin.

Dark velvety patchouli – one of the Master Perfumer's favourite materials - bolsters the woody facets of the creamy, sensual sandalwood note. Its smokiness is underlined by Haitian vetiver and papyrus, wrapping the long-lasting trail of the scent in an aura of mystery...

The one-of-a-kind bottle design is inspired by the soaring, vertical skyline of a modern metropolis. Tall, rectangular and faceted like an emerald-cut diamond, it is made of luxuriously heavy, customised glass, with a unique, textural stone plated front. It draws inspiration from a finish crafted by Bentley Motors to

### Wayne Bruce

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

### Nina Eadie

Lifestyle Communications  
nina.eadie@keko.london  
+44(0)7725 737984

### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

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



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

customise its interior offerings: the stone veneer is a fusion of century-old craftsmanship and cutting-edge technologies. The result is variations in colour, pattern and texture which are almost impossible to imitate.

In a striking expression of the name of the fragrance, the stone plate of the Momentum Unbreakable bottle is made of mica schist, a crystalline rock containing reflective slivers of mica. Each plate is 100% natural, making every bottle a one-of-a-kind piece. The slate-grey stone plate is etched with Bentley's iconic logo and the name of the fragrance.

The back of the bottle is clad with an interpretation of the marque's signature knurling. Introduced in 1919 in the second car built by W.O. Bentley, this trademark brand motif was conceived to both tactile and graphically elegant. The knurling pattern is embossed in a matte black plate covering the back of the bottle from base to neck, which is crowned with a matte black cap.

Decorated with the iconic Bentley logo and the name of the fragrance hot-stamped in silver, the slate-grey box is embossed to replicate the same textural effect as the bottle's stone plate.

### Wayne Bruce

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

### Nina Eadie

Lifestyle Communications  
nina.eadie@keko.london  
+44(0)7725 737984

### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

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

### **Fragrance family: Woody floral spicy**

**Top notes:** Violet leaves, mandarin *sfuma*, lavender

**Heart notes:** Immortelle, geranium, orris

**Base notes:** Dreamwood™, vetiver from Haiti, papyrus, patchouli

Bentley Momentum Unbreakable Eau de Parfum is offered in a 100ml bottle  
– RRP £69.50

Available to purchase online for UK & EU customers:

<https://shop.bentleymotors.com/products/bentley-momentum-unbreakable>



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



By appointment  
to HRH The Prince of Wales  
motor car manufacturers  
Bentley Motors Limited  
Crewe Cheshire



**BENTLEY**

## Press Information

Available to purchase globally via Bentley Retailers or select fragrance stores.

- ENDS -

### Notes to editors

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, R&D, engineering and production of the company's three model lines, Bentayga, Continental and Flying Spur. 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 4,000 people at Crewe.

#### Wayne Bruce

Director of Communications  
wayne.bruce@bentley.co.uk  
+44(0)7780 004537

#### Nina Eadie

Lifestyle Communications  
nina.eadie@keko.london  
+44(0)7725 737984

#### Bentley Motors Ltd

Pyms Lane  
Crewe  
CW1 3PL

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