



BENTLEY



Bentley Beyond – The Collection

Discover a new world of scent

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BENTLEY BEYOND – THE COLLECTION



Bentley Fragrances is proud to introduce its first collection of exclusive fragrances. Launching with three evocative olfactory journeys, to be followed by further trios, **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."

Celebrating the marque's exceptional heritage, **Bentley Beyond – The Collection** explores extraordinary landscapes and an infinite spectrum of colours, turning every adventure into an olfactory emotion, every scent into a journey.

A luxurious wardrobe of scented accessories for trailblazers, the new collection will satisfy their appreciation of meticulous craftsmanship, high-quality materials and originality. For these exacting customers, fragrance must be an individual statement. An adventure.

Beyond trends. Beyond frontiers. Beyond time...Liquid emotion.

THE FRAGRANCES

Olfactory journeys to spectacular landscapes

Showcasing the precious aromatic ingredient that most vividly conjures an exotic destination, each fragrance of **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 an olfactory note and a colour theme inspired by Bentley Motors' exclusive palette.



THE FRAGRANCES



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



An expedition to Havana, Cuba with **Rich Pimento**, a woody spicy composition by Karine Dubreuil-Sereni*

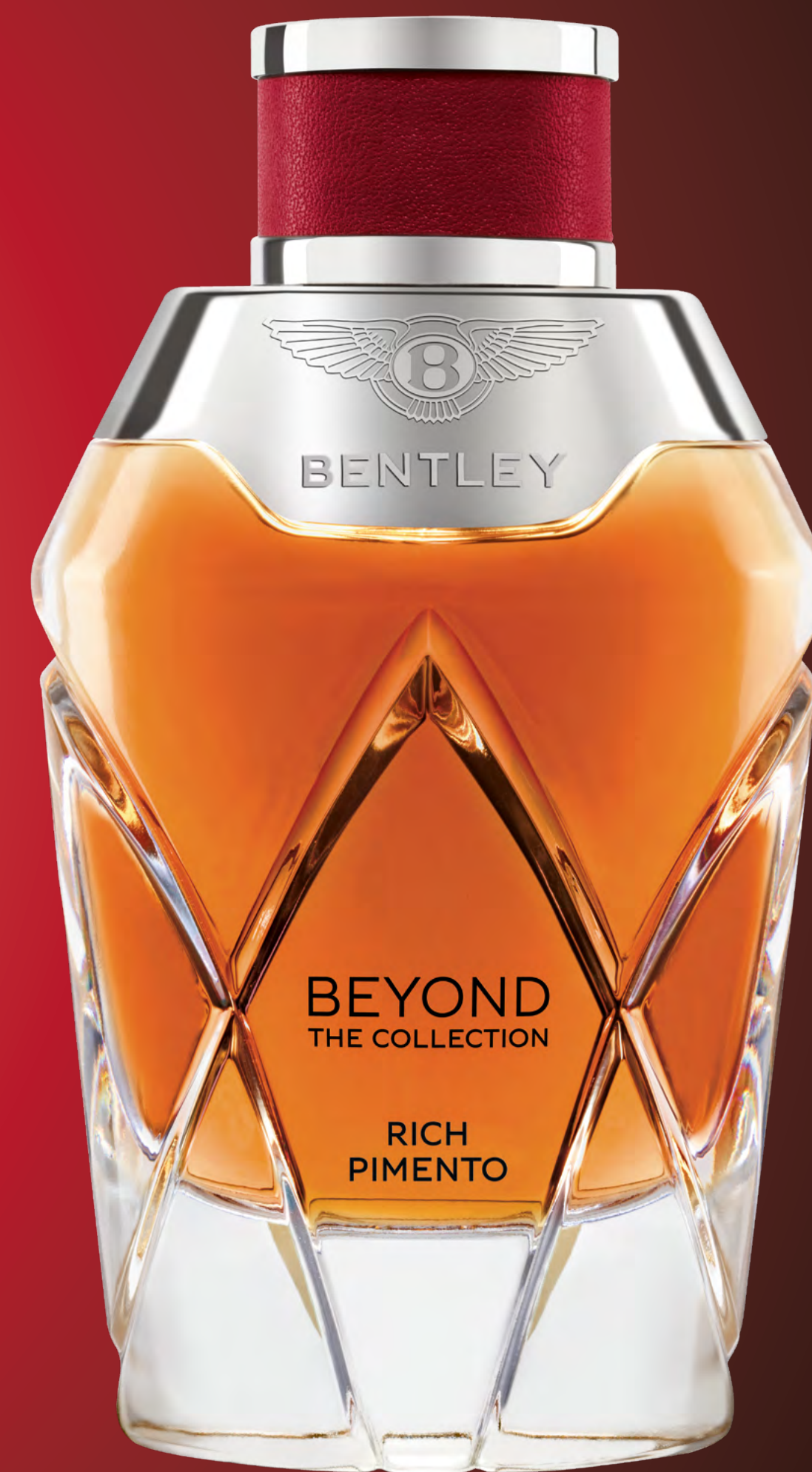
*exclusively sold at Harrods in London

TAKE A JOURNEY TO HAVANA WITH RICH PIMENTO*

Nestled on the calm shores of the Caribbean Sea yet rocked by the evocative sound of mambo, Havana is a riotous jewel enclosed in the world of yesterday.

By creating Rich Pimento Karine Dubreuil-Sereni wanted to invoke the sensual beauty of the Cuban capital: delicious grapefruits intertwined with the fiery Red pimento, and Cedarwood and Tonka bean as reminders of dark rum.

The result is a powerful scent where the aromatic amber compliments harmoniously spicy notes such as bergamot and pink and black pepper. Be prepared to be transported to a colourful, exotic world beyond your wildest imagination.



*exclusively sold at Harrods in London

THE DESIGN

A majestic flacon reflecting the luxury codes of the marque

Drawing on the expertise of Bentley Motors' design studio, the flacon and packaging of **Bentley Beyond – The Collection** uphold the same exacting standards and attention to detail as the marque's motorcars.

Bentley offers an unrivalled range of interior options, resulting in millions of possible colour and trim combinations. The new collection draw inspiration from this rich palette to give each scent its distinctive chromatic code, both in the handstitched leather cap that reprises 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**

Russet and red for **Rich Pimento***

Created with the designers of Bentley Motors, the majestic faceted flacon is inspired by the signature cut-crystal glass headlights of the Continental GT. The stability of the heavy 400-gramme bottle is ensured by a thick glass base. The legendary "Flying B" logo is engraved on the silver metal shoulders of the flacon.

*exclusively sold at Harrods in London



THE CAMPAIGN

A vision of a New World

The evocative campaign sets the three precious fragrances in a spectacular scenery of sea, mountains and jungle. The striking contrast between the sleek design of the bottles and the primal beauty of Nature expresses the quintessence of the Collection.

Gleaming in the light of dawn, an exciting new world of scents to discover: **Bentley Beyond.**





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RECOMMENDED RETAIL PRICES:
180 EUR, 210 USD,
165 GBP, 200 CHF

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