

BENTLEY



Bentley Beyond – The Collection

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Bentley Beyond - The Collection



Bentley Fragrances is proud to introduce three new scents in its exclusive Bentley Beyond – The Collection. Following the first trio of scents matching peerless ingredients with far-flung destinations – **Radiant Osmanthus** for Kyoto, Japan, **Mellow Heliotrope** for Lima, Peru and **Vibrant Hibiscus** for Seoul, South Korea – the floral world opens a new, more feminine realm of colours and emotions to explore.

Women have always been part of the brand's history – the Bentley Boys may have set the pace, but Bentley Girls refused to take a back seat, record-breaking motorists making their mark in inimitable Bentley style.

To celebrate this proud heritage, Bentley Fragrances offers three unique perfumes, each interpreting the individual characteristics of unique flowers to express the character of the exceptional women who wear them **Difficult to find... Impossible to forget.**



The Fragrances - Every woman is a flower

A luxurious wardrobe of scents for trailblazing women, the new collection will satisfy their appreciation of high-quality materials, meticulous craftsmanship and originality. For these exacting customers, fragrance must be an individual statement. A true expression of their personality.

The sparkling charm of *Radiant Osmanthus*, a joyful fruity floral for the lively, luminous woman who brightens every room she walks in with her inner light.

The amazing grace of *Mellow Heliotrope*, a delicately powdery scent for the sensitive, softly sensual woman who thrives in intimate situations.

The flamboyant style of *Vibrant Hibiscus*, an exuberant floral for the exciting, self-confident woman who sparks up passions wherever she goes.



If I were a flower...



A woman like no other

*„It is such an obviously feminine work,
and yet it was not so long ago that women
perfumers were the exceptions.“*

Composed by the Grasse-born master perfumer Karine Dubreuil Sereni, this trio of beautifully composed fragrances is as harmonious and sophisticated as the Bentley woman.

Showcasing the exotic flower that most vividly expresses her persona, each fragrance of **Bentley Beyond – The Collection** translates a different personality into scent, colour and emotion...

„I like to return to honest, artisanal perfumery with precious ingredients, distinctive character and personality. I always want a fragrance to smell as natural as possible, like the living flower, which often is the biggest technical challenge for a perfumer.“



Which flower are you?



A trip to Lima, Peru, with **Mellow Heliotrope**, a floral oriental composition.



A voyage to Kyoto, Japan, with **Radiant Osmanthus**, a fruity floral fragrance.



An odyssey to Seoul, South Korea, with **Vibrant Hibiscus**, a floral scent.

The amazing grace of *Mellow Heliotrope*



Her manner is gentle, reflecting her quiet confidence and inner power. Naturally empathetic, she thrives on intimate situations and deep conversations. Tenderly feminine and softly sensual, she strives for harmony wherever she goes.

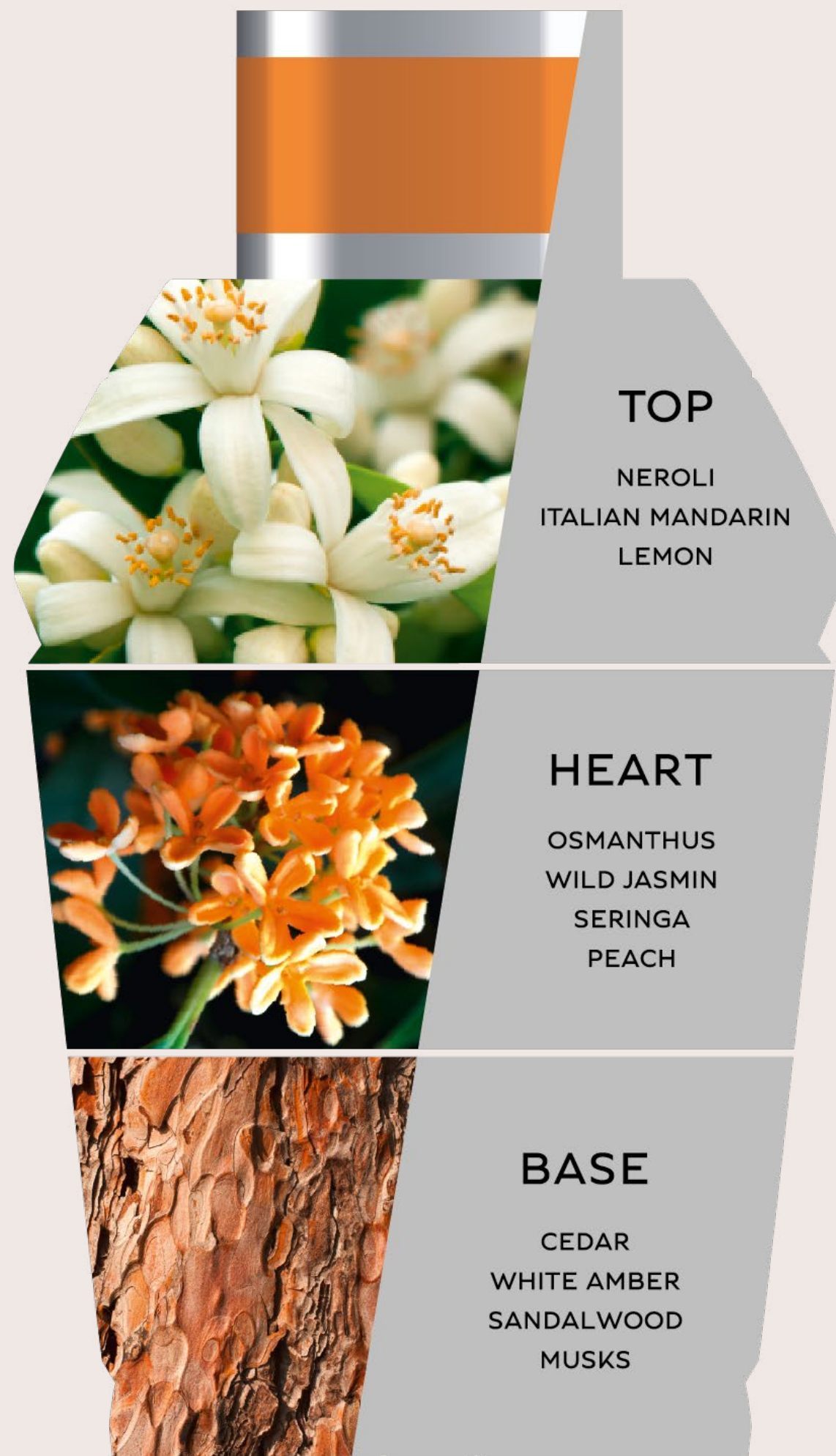
The flower that best expresses her sweet but compelling character is heliotrope, a purple Mediterranean charmer whose name means “turns towards the sun”. With wafts of vanilla and anise, its powdery fragrance is a perfume in itself.

“I adore heliotrope. To me, it is one of the most feminine notes in the perfumer’s palette. But though it is extremely feminine, it is elegant rather than provocative. When I composed it, I imagined a soft, sensual woman who wants a scent that is delicately enveloping yet very diffusive and unforgettable.”

Karine Dubreuil-Sereni



The sparkling charm of *Radiant Osmanthus*



Wherever she walks, all eyes are on her. Not because of what she does, but of what she is. Joyful, lively and giving, she lets her inner light shine through. She is a giver, not a taker. A doer and a dreamer. Her love for life burns bright.

To translate her radiant aura into scent, Karine Dubreuil Sereni has chosen a magical flower: osmanthus. A tiny orange bloom from Asia with amazing facets of juicy apricot, delicate green tea and velvety suede.

"The woman I envisioned when I composed Radiant Osmanthus is self-confident and joyful, but never ostentatious. She exudes charm naturally. For me, the apricot colour and scent of the osmanthus flower reflect her sunny character, while its suede facet express her inner depth."

Karine Dubreuil-Sereni



The flamboyant style of *Vibrant Hibiscus*



She is an exciting, passionate woman. Self-confident in style and manner. Expressing every mood and emotion to the fullest, from playfulness to gravity, from nurturing to sensual, from anger to affection. She is a fighter, a lover, powerful and playful: every woman in one.

A tropical diva that thrives in the sun, the flamboyant hibiscus reflects her vibrant character. Because the flower doesn't yield its essence, Karine Dubreuil Sereni imagines it with an exuberant bouquet in every hue of pink and red.

"I had to invent the scent of hibiscus, since there is no extract, so I drew my inspiration from the intensity of its colour and the fragility of its corolla. Between the lushness of a Turkish rose and the freshness of peony, my hibiscus accord expresses the contrasts of a passionate woman's personality."

Karine Dubreuil-Sereni



The Design

A sophisticated flacon reflecting the luxury codes of the marque

Drawing on the expertise of Bentley's 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.

To reflect the different personalities of the Bentley women these scents are dedicated to, each scent has its distinctive colours, both in the handstitched suede cap that reprises the interior of a Bentley car, and the tint of the scent, showcased by the soft satin glass of the bottle:

Velvety apricot for *Radiant Osmanthus*

Soft mauve for *Mellow Heliotrope*

Deep pink for *Vibrant Hibiscus*

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 emblem is engraved on the silver metal shoulders of the flacon.

The elegant coffret 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.





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