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MOMENTUM UNBREAKABLE

STEP INTO THE EXTRAORDINARY



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FOR THE EXTRAORDINARY MAN



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ABOUT

A SCENT FOR TODAY'S COOLHUNTERS

The international luxury brand Bentley Fragrances is proud to present a bold new addition to its best-selling Momentum line: Bentley Momentum Unbreakable.

He's cool. He's hot. A restless urban cool-hunter, who'd rather rock a sleek black leather jacket and jeans than a suit and tie. Turning up at the trendiest downtown gallery opening. Checking out an up-and-coming band in a new club. Taking over from the mixologist to invent a new cocktail. Trailblazing tomorrow's trendiest urban destination...

The Momentum Unbreakable man doesn't follow the buzz: he creates it. Trends? He makes them or breaks them. And if all eyes turn to him wherever he appears, it's not because he tries: it's because he is who he is. A rocker, a rebel and a natural influencer who just goes with his instincts.

Always on the move, he lives by one word: freedom. The ultimate luxury in today's world. The most

exciting challenge. Because he's got an unbreakable spirit. And the scent he chooses, rich, warm and woody, is just as forceful as his spirit. The name says it all: Momentum Unbreakable.

Housed in a contemporary textural bottle fronted by a stone plate, his fragrance reflects his trailblazing attitude. Built around the cutting-edge Dreamwood®, a sustainable natural molecule that reproduces the smoky, creamy scent of sandalwood, Momentum Unbreakable blends high-tech and high-quality ingredients.

Bentley Momentum Unbreakable.

Step into the extraordinary.



BOTTLE

Inspired by the soaring, vertical skyline of a modern metropolis, the stylized Bentley Momentum line reflects its assertive, vibrant fragrances. Tall, rectangular and faceted like an emerald-cut diamond, it is made of luxuriously heavy, customised glass.

For Bentley Momentum Unbreakable, the bottle pioneers a truly innovative design, worthy of rock aristocracy. It draws its inspiration from next-level finish crafted by Bentley Motors to customise its offerings: the new Stone Veneer, a fusion of century-old craftsmanship and cutting-edge technologies that didn't even exist a few years ago. The result is variations in colour, pattern and texture which are almost impossible to imitate.

Here, in a striking expression of the name of the fragrance, the front of the Momentum Unbreakable is covered by a real stone plate made of mica schist, a crystalline rock containing reflective slivers of mica. Each one 100% natural making each bottle a one-of-a-kind piece. The slate-grey stone plate is etched with Bentley's iconic "B in Wings" 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 motif was conceived to be pleasant to the touch as well as to the eye. Embossed in a matte black plate covering the bottle from base to neck, it adds a sensuous tactility and strikingly graphic style to the flacon, 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 in the same, tactile texture as the bottle's stone plate.



A ONE-OF-A-KIND DESIGN, FOR A BOTTLE THAT ROCKS



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FRAGRANCE FAMILY
WOODY FLORAL SPICY

TOP
VIOLET LEAVES, MANDARIN SFUMA,
LAVENDER

HEART
IMMORTELLE, GERANIUM, ORRIS

BASE
DREAMWOOD®, VETIVER FROM HAITI,
PAPYRUS, PATCHOULI

FRAGRANCE

CRAFTING A HIGH-IMPACT FRAGRANCE
FROM HIGH-TECH MATERIALS

Crafted from top-notch ingredients matching state-of-the-art technology with the age-old traditions of perfumery, Momentum Unbreakable meets the same, uncompromising standards as Bentley cars. A warmer, woodier interpretation of the bracing Momentum line, the new fragrance expresses all the thrilling facets of a contemporary urban adventurer.

As the fragrance opens, violet leaf adds an aquatic touch to sparkling mandarin Sfuma. Green, floral and aromatic, the finest mandarin oil in the world is almost a perfume in itself. A clean flash of lavender, matched with mint-fresh, rosy geranium, is softened by precious, 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 sexy masculine signature: a rich, warm palette of woods.

Truly innovative in its structure, the fragrance composed by the Grasse-born Master Perfumer Fabrice Pellegrin and the up-and-coming talent Ane Ayo, from Bilbao (Spain), Momentum Unbreakable introduces Dreamwood®. 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, who also heads the natural ingredients sector of the Swiss fragrance house of Firmenich, where the ingredient was developed.

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...

It's cool. It's hot.
Momentum Unbreakable.
Let it rock.



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BENTLEY MOMENTUM UNBREAKABLE
EAU DE PARFUM
IS OFFERED IN A 100ML BOTTLE

RECOMMENDED RETAIL PRICES:
EUR 89, USD 109
GBP 69.50, CHF 104



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