



**BENTLEY**

**MOMENTUM  
UNLIMITED**

# BENTLEY MOMENTUM UNLIMITED

## STEP INTO THE EXTRAORDINARY

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

### A FRESH, MODERN SCENT FOR AN URBAN VOYAGER

A global traveller for business or pleasure, the **Momentum Unlimited** man enjoys the ultimate luxury: freedom. Successful, style-conscious and driven, the **Bentley Momentum Unlimited** man is inspired by challenge. For him, the sky is the limit.

From New York to Dubai, London and Shanghai, he is always on the move. But he knows how to live in the moment. Turning each instant of his journey into an exceptional moment. Savouring the infinite possibilities suggested by a vast blue sky over a modern cityscape...

Fresh as the wind rushing through an open window, lush as the sleek interior of a Bentley motorcar, his fragrance reflects his vision and expresses his every facet. Its very name, **Bentley Momentum Unlimited**, celebrates his force, speed and impetus – his *momentum* – but also his boundless freedom.

With each new destination, he steps into the extraordinary on the trail of **Bentley Momentum Unlimited**.



# BENTLEY MOMENTUM UNLIMITED EAU DE TOILETTE

A THRILLING CONTRAST OF CRISP FRUIT AND  
SMOOTH LEATHER

Crafted from top-notch materials by Michel Almairac, one of the world's most acclaimed scent designers, **Momentum Unlimited** meets the same, exacting standards as Bentley motorcars. A fresher interpretation of the bracing **Momentum** line, this new, vibrant fragrance distils the thrill of elite travelling into an exciting contrast of fresh and sensuous accords.

The scent takes off in a fruity burst of bracing grapefruit and tart green apple, boosted by the citrusy brightness of cardamom. As it reaches cruising altitude, the heart notes take a new direction, revealing the signature accord of Bentley Fragrances: the wood and leather notes inspired by the luxurious interior of Bentley motorcars.

Three sophisticated essences, polished cedarwood, mysterious vetiver and sensuous sandalwood, enhance the rich, yielding texture of the leather note. In the drydown, the scent lands smoothly in a sensual trail of skin musks and ambroxan, a quintessentially masculine ambery note.

A fresh, polished fragrance, **Bentley Momentum Unlimited** expresses the exhilarating lifestyle of a very contemporary man.



FRAGRANCE FAMILY: AROMATIC FRESH WOODY

# BENTLEY MOMENTUM DESIGN

## A CONTEMPORARY TWIST ON BENTLEY'S SIGNATURE KNURLING

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

In a bold variation on the sleek design of the original **Bentley Momentum**, the new **Momentum Unlimited** bottle is clad front and back with an interpretation of the marque's signature knurling. Introduced in 1919 in the second car ever built by W.O. Bentley, this trademark motif was conceived to be pleasant to the touch as well as to the eye. Embossed in shiny silver plates covering the bottle from base to neck, it adds a sensuous tactility and strikingly graphic style to the flacon. In contrast, the bottle is crowned with a smooth, silver cap. Through the smooth, transparent glass flanks, the cool azure tint of the fragrance reflects the freshness of a wide-open sky.

Decorated with the iconic "B in Wings" Bentley logo and the name of the fragrance, the front of the box reprises the knurling motif in shiny blue-tinged silver, framed by smooth matte silver.





**THE "B IN WINGS" SOARS OVER THE SKYLINE  
OF SHANGHAI**

To express the freshness and modernity of the new **Momentum Unlimited**, the campaign sets the flacon against one of the world's most spectacular contemporary skylines. After a print and video campaign for the original **Bentley Momentum** shot from the top of a New York skyscraper, Bentley Fragrances flies off to Shanghai.

Photographed against an azure sky from a window overlooking the majestic Huangpu River, the bottle's sleek silver and blue design echoes the iconic 21<sup>st</sup> century architecture of the vibrant Chinese metropolis.



For online access to the official Bentley Momentum Unlimited press material, we invite you to visit  
[www.bentleyfragrances.com/pressroom/momentum-unlimited](http://www.bentleyfragrances.com/pressroom/momentum-unlimited)

#### UK Press Contact

Sidhu & Simon Communications  
Helen McTiffen  
36 Upper Brook Street  
Mayfair  
London, W1K7QJ

Email: [helen@sidhuandsimon.com](mailto:helen@sidhuandsimon.com)  
Phone: + 44 (0) 207 629 35 99

#### Switzerland Press Contact

Grauwiler Testa Public Relations  
Katja Grauwiler  
Mantelgasse 10  
CH-8008 Zürich

Email: [katja@grauwilertesta.com](mailto:katja@grauwilertesta.com)  
Phone: +41 (0) 43 488 2299

#### International Press Contact

Lalique Beauty  
Communications  
Esther Fuchs  
Grubenstrasse 18  
CH-8045 Zurich

Email: [communications@lalique-beauty.com](mailto:communications@lalique-beauty.com)

BENTLEY FRAGRANCES SA  
GRUBENSTRASSE 18, CH-8045 ZÜRICH  
[www.bentley-fragrances.com](http://www.bentley-fragrances.com)