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JAGUAR

ERA

ELIXIR





JAGUAR FRAGRANCES  
UNVEILS A DARING  
NEW CHAPTER

# ERA ELIXIR

You're the embodiment of the Jaguar man — daring, charismatic and fueled by desire. ERA ELIXIR calls you to the depths of the night. This bold fragrance captures with its compelling charm, pulling you into the enigmatic allure of twilight. It's more than a scent; it's a potion of power.

POTION OF  
POWER





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**JAGUAR**



**ERA ELIXIR** challenges those who live unapologetically & make their life a unique masterpiece. Created for the irresistibly daring souls, ERA ELIXIR envelops you in its profound essence, leaving a lasting trail of intrigue and magnetism as daylight fades to dusk.

As Jaguar Fragrances unveils this captivating addition to the ERA trilogy, the night transforms into your playground. This potent elixir challenges the boundaries between light and shadow, equipping you with an irresistible aura.



# THE FRAGRANCE

A MULTI-FACETED  
ELIXIR OF ALLURE  
AND INTENSITY.



This potion of power fascinates the senses with a mesmerizing blend of captivating notes that unfolds over time, creating a multi-faceted aura. This rich composition created by Master Perfumer Dominique Preyssas effortlessly blends brightness and depth, offering an olfactive journey through an exciting spectrum of sensations. Vibrant top notes provide an immediate burst of energy, while the seductive heart and indulging dry-down add layers of irresistible refinement.



## TOP NOTES

A bright, juicy blend of Bergamot, Tangerine, Grapefruit, and Watermelon opens with an energetic burst of freshness. Aromatic spices such as Cardamom, Lavender, Sage, Black Pepper, Elemi, Nutmeg, and Saffron bring warmth and spice, offering a seductive invitation.

## HEART NOTES

Muguet (Lily of the Valley) and Violet Leaves offer an elegant floral facet that balances freshness and adds sophistication. These notes create a delicate yet dynamic quality that enhances the fragrance's refined allure.

## DRY-DOWN NOTES

The base reveal the true intensity of ERA ELIXIR. Cedarwood, Sandalwood, Patchouli, and Cashmere provide a rich woody depth, while Benzoin Siam, Tonka Beans, Vanilla, Caramel, White Chocolate, and Amber Tobacco add a delicious gourmand complexity. Leather, Suede, and Musks weave in a spellbinding trail that wraps the wearer in a cloak of bold seduction. The result is a fragrance that's enigmatic, refined, and daring — a unique signature scent that thrives in the secretive energy of the night. It leaves a lingering impression long after you've departed, creating unforgettable moments where nightlife and mastery converge.

# FRAGRANCE FAMILY

*Ambery Spicy*





# THE BOTTLE

A CONTEMPORARY  
TAKE ON JAGUAR'S  
DESIGN PHILOSOPHY.



The ERA ELIXIR bottle embodies the spirit of a true elixir: it is sleek, mysterious and it features distinctive details that make it a statement piece in its own right. The contemporary cylindrical design is inspired by the iconic Jaguar radiator grille. Jaguar's double mirrored «J» monogram is embossed on the glass, while the cap bears the round-shaped logo that is used on round surfaces of Jaguar cars. Subtle champagne-colored accents on the name and cap complement the refined semi-transparent, matte black bottle, adding sophistication and sensuality. The black semi-matte finish not only distinguishes the bottle from the existing ERA EdT and ERA RELOADED but also emphasizes the intensity of its elixir fragrance. Sustainability Commitment: Made in Italy by Bormioli Luigi, a prestige glassmaker known for sustainable manufacturing techniques, the bottle is 100% recyclable. The production process ensures no glass is wasted, and all water is cleaned after use. The raw materials used to decorate the bottle are water-based and environmentally friendly. The recyclable packaging is certified by the FSC (Forest Stewardship Council), aligning with Jaguar's commitment to sustainable luxury.



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#POTIONOFFPOWER  
#ERAELIXIR  
#NEWERA



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# MEDIA CONTACT

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# RECOMMENDED RETAIL PRICE

EAU DE PARFUM NATURAL SPRAY, 100ML  
EUR 60,00 / USD 65,00 / GBP 45,00 / CHF 65,00



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