

EST. 1935  
**JAGUAR**  
COVENTRY



# ERA

NEW ERA, NEW FRAGRANCE

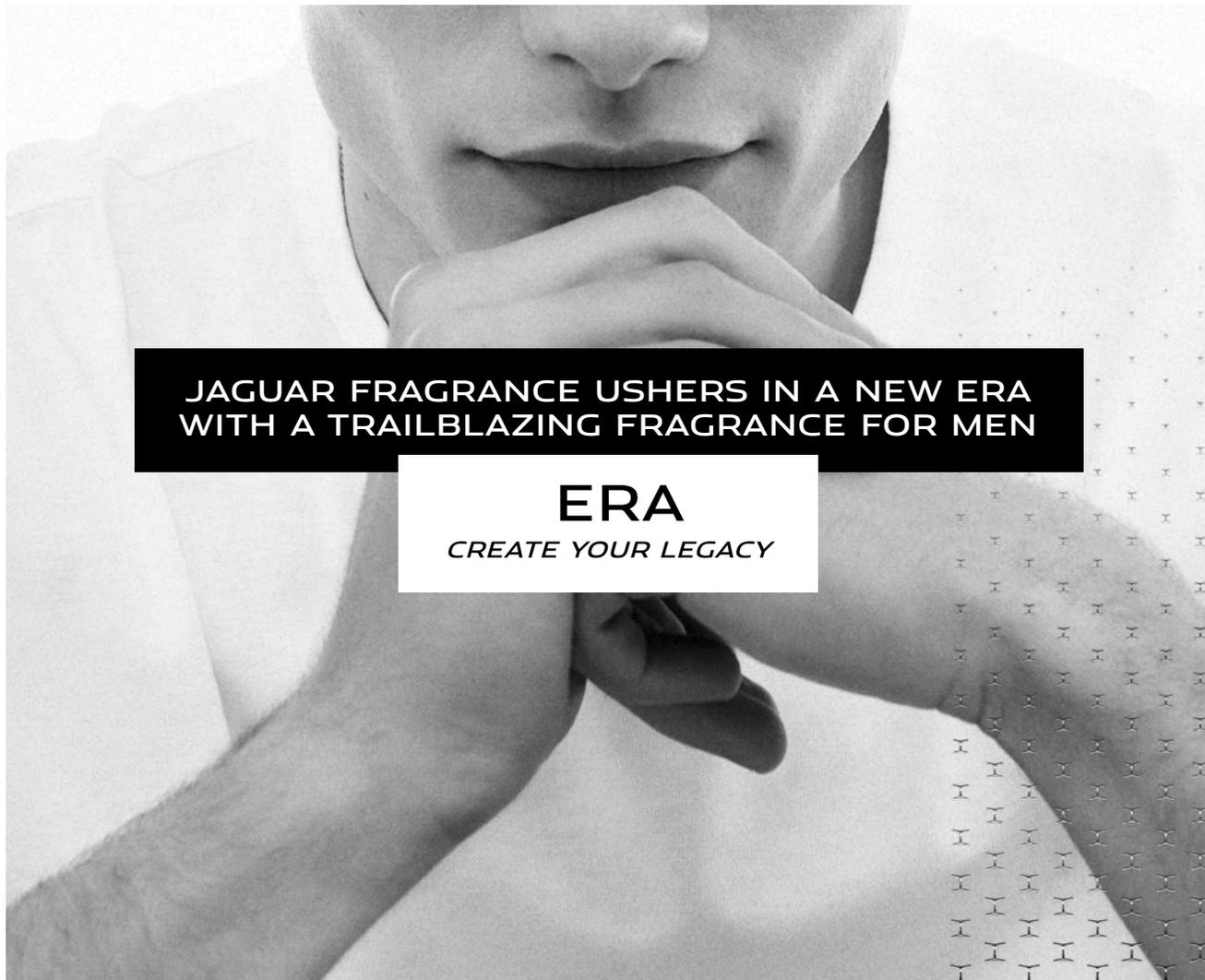


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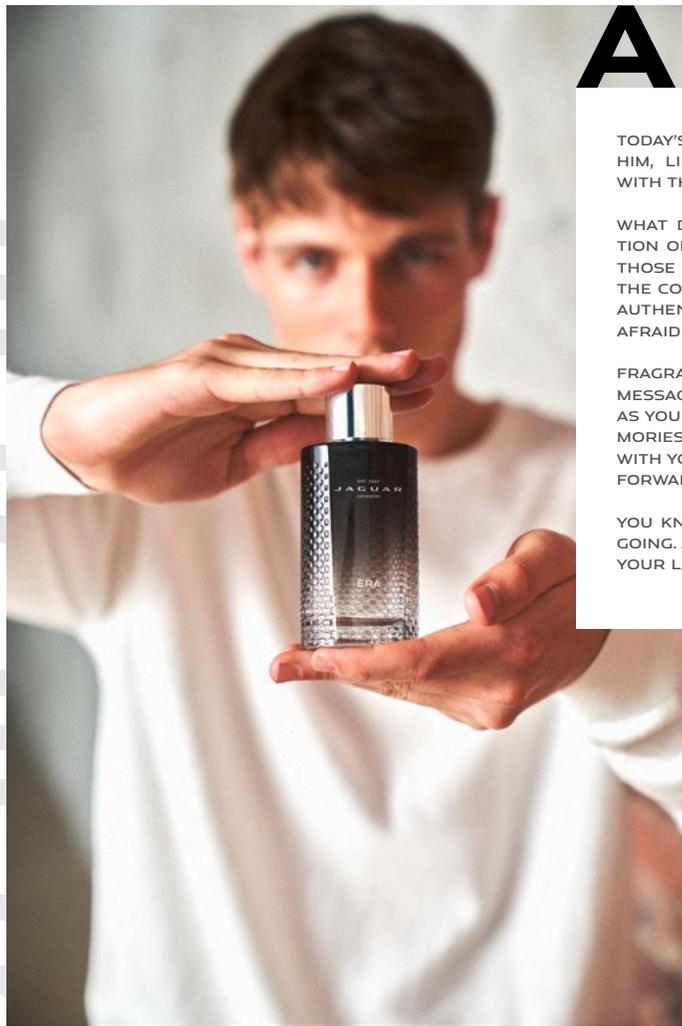
JAGUAR FRAGRANCE USHERS IN A NEW ERA  
WITH A TRAILBLAZING FRAGRANCE FOR MEN

**ERA**

*CREATE YOUR LEGACY*



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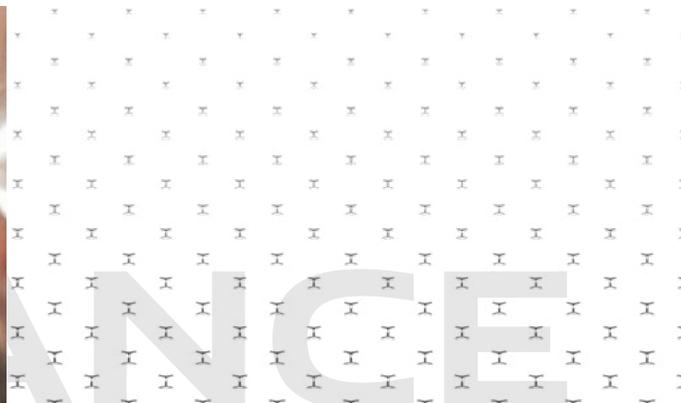
# ABOUT

TODAY'S JAGUAR MAN, KNOWS WHAT HE STANDS FOR. FOR HIM, LIFE IS ABOUT MAKING EMOTIONAL CONNECTIONS WITH THE PEOPLE AND WORLD AROUND HIM.

WHAT DRIVES HIS GENERATION IS THE SHEER EXHILARATION OF SHARING. WHETHER IT'S LAUGHING TOGETHER IN THOSE UNEXPECTED MOMENTS OR JUST BEING AT EASE IN THE COMPANY OF OTHERS. IT'S ABOUT BEING AUTHENTIC, CONTENT IN YOUR OWN SKIN, AND NOT BEING AFRAID TO BARE YOUR SOUL TO THOSE YOU CARE FOR.

FRAGRANCE IS MORE THAN A STATUS SYMBOL. IT'S YOUR MESSAGE IN A BOTTLE. IT'S ABOUT EMOTION IN MOTION, AS YOUR SCENT UNFOLDS OVER THE HOURS. CREATING MEMORIES, AS IT BECOMES PART OF THE MOMENTS YOU LIVE WITH YOUR FRIENDS. SHARING THE EXPERIENCE AS YOU GO FORWARD TOGETHER.

YOU KNOW WHERE YOU COME FROM AND WHERE YOU'RE GOING. JAGUAR ERA CAPTURES YOUR ASPIRATIONS. CREATE YOUR LEGACY: A LIFE MORE EXTRAORDINARY



# BOTTLE

## A CONTEMPORARY TAKE ON JAGUAR'S DESIGN PHILOSOPHY

STREAMLINED AND EYE-CATCHING, ERA'S BOTTLE EXPRESSES THE ASPIRATION OF TODAY'S GENERATION FOR LESS-IS-MORE, CONSCIOUS LUXURY.

JAGUAR'S NEW MONOGRAM IS THE SYMBOL OF THIS CONTEMPORARY STANCE AND IS EMBOSSED ON THE GLASS OF THE BOLD, CYLINDRICAL BOTTLE, TINTED IN A GRADIENT OF BLACK TO TRANSPARENT AT THE BASE.

INSPIRED BY THE DYNAMIC LINES OF JAGUAR DESIGN THE CONICAL FRONT OF THE BOTTLE IS SILK-SCREENED IN SILVER WITH THE NAME ERA AND THE BRAND'S NEW, MODERNIZED LOGO. ITS SUBTLE DETAILS INSPIRED BY LEGACY BUT LOOKING FORWARD TO THE FUTURE. THE SHINY SILVER CAP BEARS THE ROUND-SHAPED LOGO THAT IS USED ON ROUND SURFACES OF JAGUAR CARS.

MADE IN ITALY BY BORMIOLI LUIGI, A PRESTIGE GLASSMAKER COMMITTED TO SUSTAINABLE MANUFACTURING TECHNIQUES, THE BOTTLE IS 100% RECYCLABLE. THE PRODUCTION PROCESS ENSURES THAT NO GLASS IS WASTED, AND THAT THE WATER IS ENTIRELY CLEANED AFTER USE. ALL RAW MATERIALS USED TO DECORATE THE BOTTLE ARE WATER-BASED AND THEREFORE ENVIRONMENTALLY FRIENDLY. AS FOR THE BOX, IT IS 100% RECYCLABLE AND HAS OBTAINED THE FSC [FOREST STEWARDSHIP COUNCIL] CERTIFICATION.

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# FRAGRANCE

A SLEEK, CHIC, OFFBEAT FOUGERE

THE MOOD? BACK TO THE FUTURE. THE MOST ICONIC MASCULINE FRAGRANCE STYLE, REVISITED WITH THE CODES OF NOW.

ERA BRINGS CUTTING-EDGE MODERNITY TO THE FOUGERE, A COOL BALANCE BETWEEN ENERGY-INFUSED AROMATIC INGREDIENTS AND ROBUST WOODY NOTES. IN JAGUAR'S NEW OFFERING, MASTER PERFUMER DOMINIQUE DE PREYSSAS SHAKES UP THE ICON, INFUSING ITS URBANE CLASS WITH URBAN SASS.

STRAIGHT OFF THE TOP, A ZESTY CITRUS COCKTAIL OF BERGAMOT, LEMON AND MANDARIN INTRODUCE A WITTY, JUICY PINEAPPLE NOTE. THEN, AS ERA SEGUES INTO ITS HEART, THE FRAGRANCE PLAYS ON EXHILARATING CONTRASTS.

WHAT'S COOL: AN UNEXPECTED SPLASH OF A MOJITO ACCORD, LASHED WITH ANISEED AND CARDAMOM AGAINST A CLASSIC LAVENDER AND GERANIUM BACKDROP. WHAT'S HOT: THE FEARLESS BURN OF PEPPER FUSION, LITERALLY SPICING UP THE BLEND. BECAUSE WHERE'S THE THRILL IN ORDINARY?

THE ELEGANT, LONG-LASTING DRYDOWN COMBINES SUAVE AMBER AND MUSK WITH SLEEK WOODS. THE NEAT, SOARING SCENT OF VIRGINIA CEDAR WOOD ESSENCE AND CEDAR LEAF BRING STRUCTURE. PATCHOULI CEDAR FUSION ADDS VELVETY DEPTH. CREAMY, SMOKY SANDALWOOD ESSENCE WEDS SCENT TO SKIN... CREATE TOMORROW'S MEMORIES, TODAY. STEP INTO A NEW ERA.

*FRAGRANCE FAMILY:*

*AMBER FOUGERÈ*

*TOP NOTES:*

*BERGAMOT, LEMON, MANDARIN*

*HEART NOTES:*

*PINEAPPLE NOTE, MOJITO*

*FUSION, PEPPER FUSION,*

*GERANIUM, LAVENDER,*

*CARDAMOM, ANISEED*

*BASE NOTES:*

*VIRGINIA CEDAR WOOD,*

*CEDAR LEAF, PATCHOULI CEDAR FUSION,*

*SANDALWOOD, AMBER, MUSK*





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# SIZE & PRICES

## RECOMMENDED RETAIL PRICES:

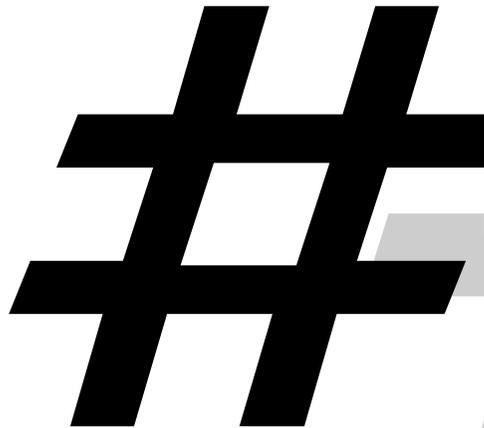
**EAU DE TOILETTE NATURAL SPRAY, 100 ML**  
EUR 60.00 / USD 65.00 / GBP 45.00 / CHF 65.00

**EAU DE TOILETTE NATURAL SPRAY, 60ML**  
EUR 39.00 / USD 42.00 / GBP 29.00 / CHF 42.00





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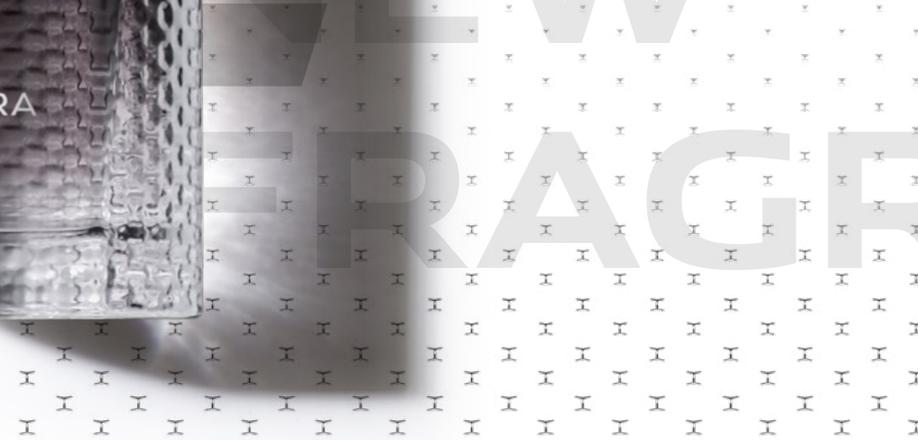
#JAGUAR

#JAGUARERA

#JAGUARFRAGRANCES

#NEWERANEWFRAGRANCE

@JAGUAR



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# NEW MEDIA CONTACT

ERA,

NEW

FRAGRANCE

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