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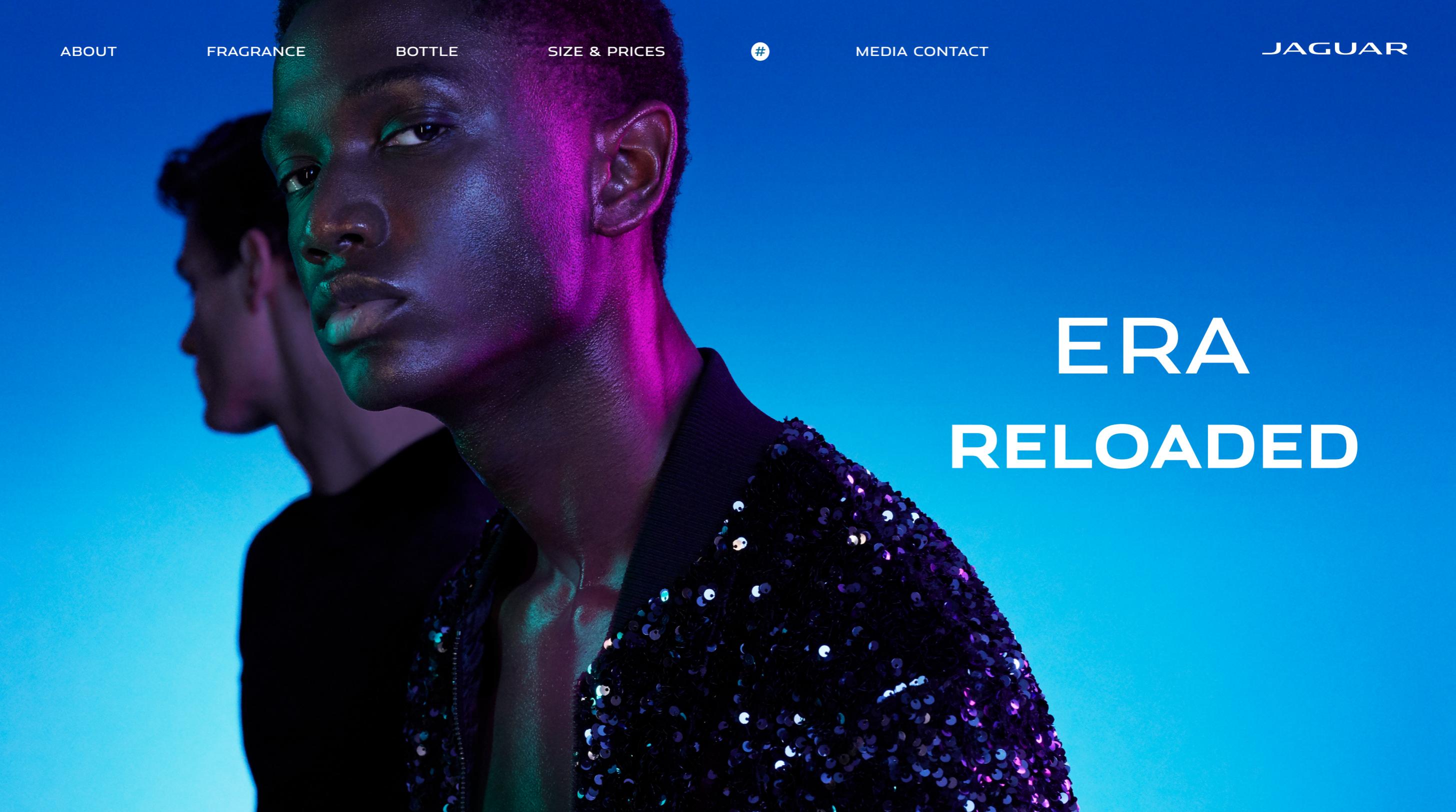
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JAGUAR

# ERA RELOADED



YOU'RE TODAY'S JAGUAR MAN. THAT MEANS YOU KNOW LIFE'S SHORT. LIFE'S PRECIOUS. AND THAT'S WHY YOU WANT TO LIVE EVERY MOMENT TO THE FULLEST. YOU KNOW TRUE LUXURY IS ABOUT EXPERIENCING NEW SENSATIONS. DISCOVERING NEW VISTAS IN VIVID COLOURS. CREATING NEW OPPORTUNITIES. YOUR FUTURE LIES IN YOUR HANDS, YOURS TO SHAPE AND EXPERIENCE. HERE. NOW.

# ERA RELOADED

## INTENSIFY YOUR LIFE

FOR YOU, FRAGRANCE IS MUCH MORE THAN AN ACCESSORY. IT'S A WAY OF INTENSIFYING YOUR LIFE, AS YOUR SCENT UNFOLDS OVER THE HOURS AND ENFOLDS YOU IN ITS THRILLING, SENSUAL ACCORDS. IT'S YOUR UNIQUE SIGNATURE, THE INVISIBLE TRAILS THAT MARK YOUR IDENTITY AND MAKES YOUR PRESENCE UNFORGETTABLE. IT'S YOUR ELECTRIC, VIBRANT AURA. STEP OUT AND STAND IN THE SPOTLIGHT. INTENSIFY YOUR LIFE. JAGUAR ERA RELOADED.



# THE FRAGRANCE

## A HIGH-INTENSITY AMBER ESSENCE

HIGH-INTENSITY. HIGH-PERFORMANCE. HIGH-CONTRAST... JAGUAR ERA RELOADED IS A STRIKINGLY CONTEMPORARY TWIST ON THE MOST VIBRANTLY SENSUOUS OF FRAGRANCE FAMILIES: AMBERY SCENTS. IN JAGUAR'S NEW OFFERING, MASTER PERFUMER DOMINIQUE PREYSSAS BOOSTS THE ORIGINAL COMPOSITION'S INTENSITY BY ACCENTING THE CONTRAST BETWEEN VIVID OLFACTORY COLOURS AND LUSCIOUS NOCTURNAL TONES. LIKE STREAKS OF BRIGHTLY COLOURED NEON LIGHTS IN THE NIGHT, WITTY FRUITY NOTES OPEN THE SCENT - LIVELY LEMON, SWEET ORANGE, JUICY PINEAPPLE. COOL SPICES - GLITTERING PINK PEPPER AND NUTMEG - REFRESH THE MOUTH-WATERING COCKTAIL, COOLED OFF WITH A SPRIG OF PEPPERMINT.

THESE VIBRANT NOTES HIGHLIGHT THE SMOULDERING NIGHT-TIME INTENSITY OF JAGUAR ERA RELOADED'S POTENT, LONG-LASTING DRYDOWN. HERE, THE ELIXIR TRULY COMES INTO ITS OWN, LADEN WITH RICH RESINOUS AMBER LABDANUM BOOSTED WITH AMBER XTREME, A CUTTING-EDGE, MAN-MADE, HIGH-PERFORMANCE INGREDIENT THAT OFFERS UNIQUE RADIANCE AND POWER TO THE FRAGRANCE.

DELICIOUS, ALMOND AND TOBACCO-INFLECTED TONKA BEAN MELTS WITH SMOKY VANILLA - AND A LICK OF CARAMEL FOR MODERNITY - TO ACCENT THE BLEND'S LUSCIOUS INTENSITY. AN ELEGANT BLEND OF WOODS - NEAT VIRGINIAN CEDARWOOD, CREAMY SANDALWOOD, AND VELVETY PATCHOULI - BRING DEPTH AND TEXTURE TO THE TRAIL.

RELOAD YOUR SENSES. INTENSIFY YOUR LIFE. STEP INTO YOUR FUTURE, WITH JAGUAR ERA RELOADED.



FRAGRANCE FAMILY: FRESH AMBER

TOP NOTES:  
LEMON FROM SICILY, ORANGE FROM BRAZIL

HEART NOTES:  
NUTMEG, PINK PEPPER, PINEAPPLE NOTE,  
PEPPERMINT NOTE, APPLE NOTE, MELON  
NOTE, JASMINE WATER

BASE NOTES:  
CEDARWOOD FROM VIRGINIA, AMBER  
LABDANUM, TONKA BEAN, SANDALWOOD,  
PATCHOULI FROM INDONESIA, AMBER  
XTREME, VANILLA, CARAMEL, MUSK.

EST. 1935  
**JAGUAR**  
COVENTRY

**ERA**  
**RELOADED**

# THE BOTTLE

**A CONTEMPORARY TAKE ON JAGUAR'S DESIGN PHILOSOPHY**

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

JAGUAR'S MONOGRAM IS THE SYMBOL OF THIS CONTEMPORARY STANCE. THE DOUBLE MIRRORED "J" IS EMBOSSED ON THE GLASS OF THE BOLD, CYLINDRICAL BOTTLE, TINTED IN A DEEP TRANSLUCENT BLUE TO REFLECT THE INTENSITY OF THE FRAGRANCE.

INSPIRED BY THE SHAPE OF JAGUAR RADIATOR GRILLES, THE CONICAL FRONT OF THE BOTTLE IS SILK-SCREENED IN GOLD WITH THE NAME ERA RELOADED AND FEATURES THE BRAND'S LOGO, A TRIBUTE TO ITS RICH HERITAGE. THE ELEGANT, SHINY BLACK 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 GETS 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. BECAUSE SUSTAINABILITY IS PART OF YOUR FUTURE.

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JAGUAR



# SIZE & PRICES

## RECOMMENDED RETAIL PRICES:

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

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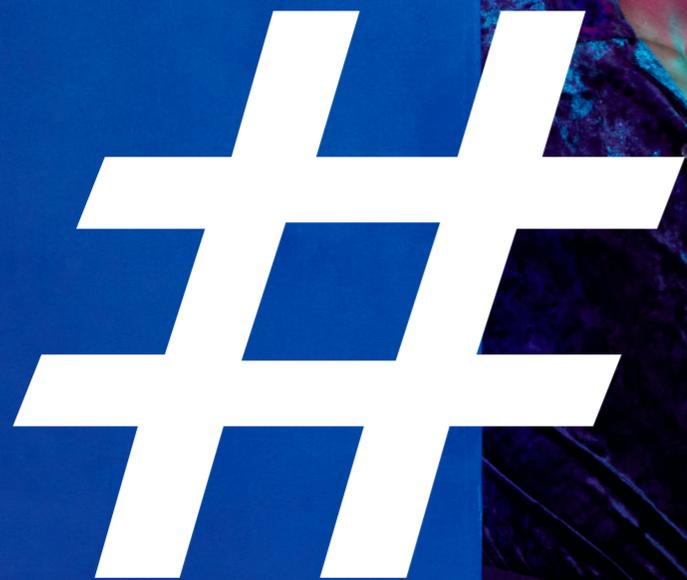
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# MEDIA CONTACT

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