



Jaguar Fragrances Ltd.

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JAGUAR PACE ACCELERATE - FEEL THE ADRENALINE

Created to celebrate the launch of the Jaguar F-Pace family sports car, the best-selling Jaguar Pace is an expression of true masculinity.

Today, there's only one way to increase the pace... Accelerate. Experience a high-voltage, energy-packed race. Feel the adrenaline rushing through your veins.

Inspired by the amazing speed and the remarkable dynamic of Jaguar sports cars, Jaguar Pace Accelerate is an exciting new addition to the range. Designed for a man with confidence and charisma. A man who thrives on challenges. A man whose fragrance reflects his drive for excellence.

A pure, vibrant fragrance for a high-powered man

How do you translate the sensation of speed into scent? Precision-engineered by the master perfumer Dominique Preyssas, a high-energy mix of citrus and spices distils pure adrenaline into Jaguar Pace Accelerate.

The fragrance opens with an exhilarating rush of bergamot and mandarin, fuelled by the zesty zing of cardamom. As it gains momentum, a surge of cool spices – aromatic coriander, resinous juniper berry, fresh nutmeg and crisp white pepper – makes the heart beat faster. An unexpected waft of jasmine and lily-of-the-valley adds smoothness to the assertive blend.

In the dry down, Jaguar Pace Accelerate rides on a streamlined wood accord leaving a rich trail of musk in its wake... A dynamic signature for a passionate personality.



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Jaguar Pace Accelerate fragrance pyramid

Fragrance family: Woody citrus

Top: Bergamot, mandarin, citrus wood, cardamom

Heart: Coriander, juniper berry, nutmeg, white pepper, lily-of-the-valley, jasmine

Base: Vetiver, musk.

A sleek bottle cast in silver, aqua and black

To convey the thrilling energy of the new fragrance, the streamlined shape of the iconic Jaguar Pace bottle takes on vibrant, modern tones.

The compact base, embossed with a sophisticated lattice design based on the fabled Jaguar radiator grille, is lacquered in a gradient of silver up the legendary "Growler" emblem, done in silver galvanisation against a red background.

The name of the fragrance is hot-stamped in silver and red. The bottle, in a heavy aqua glass, is crowned with a black-topped, metallic silver cap.

Jaguar Pace Accelerate will be available in autumn 2017 from selected perfumers and department stores.

Recommended retail prices:

Eau de Toilette Natural Spray, 100 ml

CHF 65.00 / EUR 60.00 / USD 65.00 / GBP 44.00

For online access to the PACE Accelerate press material, we invite you to visit www.jaguar-fragrances.com/pressroom/accelerate

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