



## BOSS SOUL

The silent, seductive power of a man's inner strength is explored through Boss Soul, the new men's fragrance from Boss, Hugo Boss

P&G Prestige Beauté introduces BOSS SOUL, the new fragrance for men from Boss, Hugo Boss. A fragrance that captures the silent, seductive power of a man's inner strength.

What you see is never all that you get so don't judge the Boss Soul man by appearances - he's so much more than what's on the surface. Externally, he's seductive, elegant, assured yet intriguing with a sense of mystery that, for women, is totally irresistible. Inside? Hidden depths - the rest of the iceberg: a deep strength, innate power, an intense masculinity with an air of secrecy that leaves women wanting to know more.

### The Fragrance

BOSS SOUL sees the contrasting characteristics of light and dark put into play. The first brilliant burst captures fresh citrus ingredients of bergamot and mandarin, offset with the unexpected dark piquancy of black pepper, the liquorice-like star anise and cardamom oil. At the heart of BOSS SOUL there's a warmth and sincerity, through aromatics and spices like sweet-smelling mace, clean-scented lavender, spicy coriander seeds and warm cinnamon. In the base, sweet and woody mixes with traditional and modern. Tamboti wood has the softness of sandalwood, the depth of patchouli and the vibrancy of cedar wood, while Vetyver - a classic note in men's fragrances adds a soft, mossy quality. Finally, there is the scent of warm skin derived from the vanilla-y Tonka Bean-like notes, and the scents of passion from animalistic amber-like notes and musk-like notes.

Top Notes: Bergamot, Mandarin, Black Pepper, Star Anise, Cardamom  
Heart Notes: Mace, Lavender, Coriander, Cinnamon  
Base Notes: Tamboti Wood, Vetyver, Musk-like notes, Amber-like notes, Tonka Bean

### The Line-up

A line-up of signature-scented grooming essentials completes the BOSS SOUL range.

Eau de toilette spray 50ml	rrp £30
Eau de toilette spray 90ml	rrp £37
After Shave Spray 90ml	rrp £30
After Shave Balm 75ml	rrp £20
Shower Gel 150ml	rrp £16
Deodorant Spray 150ml	rrp £16
Deodorant Stick 75ml	rrp £16

***BOSS SOUL will be available from January 19<sup>th</sup> 2005  
From department stores and larger Boots***

For more information please call Kelly Reade or Louisa Durrant at Talk PR on 020 7543 4679

## **NOTES TO EDITORS:**

### **The Perfumer**

Who better to create a men's fragrance that will captivate women than a woman herself? Ursula Wandel of Givaudan engineered the sophisticated, soulful fragrance. Ursula's take on modern masculinity is perfectly in tune with the spirit of BOSS SOUL. "Modern men are multi-faceted and open-minded as the Tamboti wood is resistant – soft – deep and vibrant at the same time."

### **The Bottle and Pack**

The flask that holds BOSS SOUL was created by Henry de Monclin, President of globally renowned bottle designers Atelier Dinand. Using as inspiration the modernist Guggenheim Museum in Bilbao designed by Frank Gehry, de Monclin's design explores a theme of contrasts - between light and shadow, between straight lines and curves, between opacity and transparency.

### **The Campaign**

The Boss Soul advertisement, directed by Peter Lindbergh, was challenged to capture the silent, seductive power of the 'Soul Seducer' portrayed by Mark Van der Loo. Lindbergh used a clever contrast between shadow and light against a modern, metallic, masculine backdrop, to create a series of intense moments. Dutch born Mark Van der Loo is perhaps the most recognised male model, and was honoured at the second VH1 Fashion Awards as Model of the Year.

### **The Director**

Peter Lindbergh is best known for his black and white photography that captures the innermost thoughts of his models. With an intensity that seems almost intrusive, Lindbergh's images convey the power of emotions and possess a powerful cinematic presence that makes them timeless and memorable. With previous clients such as Brad Pitt and John Malkovich, Lindbergh's work seizes the characters of his subjects making actors of models and models of actors.

### **The Fashion**

Hugo Boss design has built a reputation of delivering the highest quality finishings, whilst simultaneously predicting and interpreting the very latest trends in men and women's style.

Boss by Hugo Boss is the ideal wardrobe 'master' to dress the Boss Soul man allowing him to play his seductive, elegant, assured yet intriguing role with ease and panache. Whether formal or leisure wear, the Boss collection gives the 'Soul Seducer' the external 'outfit' to highlight his masculinity, whilst leaving an air of inner secrecy which leaves women wanting to know more.

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