**XXX The Collection**

**Damask & Oud – The Opulent and Distinctive fragrance from XXX**

Introducing *Damask & Oud* – the latest addition to *XXX The Collection* for men as of *[please insert local launch date and respective retailer]*. Launched in 2011, *XXX The Collection*, a range of elite fragrances for men, merges tailoring heritage with olfactive expertise to create the most luxurious and exclusive range of scents.

Ever since the 1970s, XXX has led the way in producing some of the world’s most sought-after tailoring for men. The fashion company pioneered the use of rich quality fabrics such as Italian wool, silk and cashmere, and combined them with cutting edge designs for its range of men’s suits. Today, XXX Black is celebrated by the fashion world for its contemporary yet classical style and for its use of premium fabrics – something reflected by XXX The Collection.

*“XXX The Collection is inspired by the feel, texture and heritage of luxurious fabrics which have been authentically matched with the character and emotion of exclusive fragrances*,” said **Guillaume Tardy, Global Marketing Director XXX Fragrances, YYY**. “*We are delighted to announce the latest addition to the collection – Damask & Oud, a distinctive scent using the most opulent ingredients available today.”*

Committed to re-enforcing luxury standards and ensuring the highest quality, XXX The Collection is sold exclusively in a selection of premium flagship department stores and XXX Stores around the world.

**XXX THE COLLECTION: DAMASK & OUD**

A unique and distinctive scent, Damask & Oud is inspired by the fine quality of XXX tailoring and explores a world where fabric and scent are fused. It is a captivating fragrance with sumptuous appeal – much like oud, this new fragrance is lavish and luxurious.

Inspired by the splendor of damask which first originated in the elaborate regions of the Middle East, this charismatic fragrance is interwoven with noble woods, suede and incense. The scent is amplified by the intense and mysterious character of Oud with a trail of precious essences.

The fragrance opens with an elegant and intriguing white pepper and saffron top note balanced with accords of rose and incense at the heart. This is concluded by strong base notes of oud accord, cedar, gaiacwood and cypriol, creating a truly charismatic scent.

“*Like the yarns of an opulent damask fabric, noble woods are interwoven with the unique, dark character of oud and oriental essences to create an intensely woody and memorable scent,”* says **Will Andrews, Procter & Gamble Fragrance Creation Team.**

The fragrance is captured within an elegant square flacon with a glossy black cap, wrapped in a damask drawstring pouch and presented in a prestigious slipcase adorned with a swatch of the finest quality damask.

**XXX THE COLLECTION: THE FRAGRANCES**

With a fabric and fragrance to suit all moods, the original five scents that complete *XXX The Collection* are crisp and fresh Cotton & Verbena, luxurious Silk & Jasmine , warm and sensual Wool & Musk, intensely rich Velvet & Amber and softly aromatic Cashmere & Patchouli.

“*XXX The Collection is a range of finely tailored scents, which contain the highest quality ingredients to reflect the exceptional qualities of each fabric; there is a fabric and fragrance to suit all personalities, whether you prefer a fresh, vibrant scent, or something a little more sensual and rich. In particular, the distinctive olfactory signature of each of the key ingredients, verbena, jasmine, musk, amber patchouli and oud, has been chosen to become progressively deeper and richer with each luxurious fabric*,” said **Will Andrews**.

*[Please insert RRP]*

[ENDS]