

Armani cracks the Code Absolu with new fragrance



The new Armani Code Absolu will be available in travel retail Europe, Middle East, Africa and India from April, and in Asia and the Americas from May

Armani Code has unveiled a new fragrance: Armani Code Absolu.

Introduced in 2004, the Armani Code fragrance evoked masculine confidence, charisma and magnetism.

Described as a new vision of masculine seduction, Armani Code Absolu is created for the man who is as smart as he is bold.

Ryan Reynolds, the new face of Armani Code Fragrances, will feature in the first campaign dedicated to Armani Code Absolu.

Armani Code Absolu for men is an oriental fragrance, in which the classic Code base fragrance has been amplified and warmed.

The fragrance, made by Antoine Maisondieu (Givaudan), opens with sparkling notes of green mandarin and apple. At the heart are orange blossom, nutmeg and carrot seeds that create a new sensuality. The Armani Code signature ingredient, tonka bean, unveils a more textured facet with the liquorous accord of rum that brings depth and duality.

The drydown is warm and masculine, with a touch of suede, the intensity of the tonka bean and the sweetness of a tinted vanilla.

The sleek Armani Code bottle has been reinterpreted with heavier glass, and is shrouded in gold, a 1

symbol of timeless elegance.

The shiny black lacquered cap is embossed with the Giorgio Armani monogram and reveals a gilded spray button. Immediately below, the subtle grain of a black belt evokes a tuxedo cummerbund.

Following the introduction of Armani Code Absolu, the Armani Code range now gathers four masculine fragrances: Armani Code, Armani Code Colonia, Armani Code Profumo, and Armani Code Absolu.

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