

**BOSS Parfums introduces new fragrance
and campaign: Be Your Own Man**



BOSS
HUGO BOSS

BOSS
BOTTLED



THE NEW EAU DE PARFUM

On October 1, BOSS Parfums will launch its new fragrance HUGO BOSS: Bottled Eau de Parfum in travel retail worldwide and reveal a bold new direction for its Man of Today campaign: *Be Your Own Man*

Represented by the leading beauty company, Coty Inc., with the launch of its new BOSS Bottled: Eau de Parfum, BOSS is inviting every Man of Today to share his inspirations, values, goals and dreams. BOSS Bottled global fragrance ambassador, Chris Hemsworth, embodies this modern and multi-faceted vision of the Man of Today. Professional success, family values and social engagement are balanced by the Australian actor, who combines his big-screen career with dedication to his wife and children, a passion for fitness, and active personal support for wildlife charities and health initiatives.

"I've always identified with the BOSS Man of Today campaign values, that we are all masters of our own story and you've got to stay true to who you are and not allow others to define what success looks like for you," says Hemsworth.

A bold new campaign

Shot in the urban surroundings of New York City by multi-award-winning director, James Gray, the new BOSS Bottled campaign film creates a visual dialogue between the interior and exterior life of a man.

Within the privacy of his apartment and while running through the streets of NYC, Hemsworth is seen reflecting on the day ahead as he prepares physically and mentally to move one step closer to his goals. As he steps out into a world filled with potential, he shares "every day is yours for the taking."

Renowned fashion photographer, Craig McDean, shot the campaign imagery: two striking key visuals for the Eau de Parfum and Eau de Toilette, respectively, show a portrait of Hemsworth alongside an image of the fragrance bottle set against the New York skyline.

An intense new fragrance

A refined, woody-spicy composition by master perfumer, Honorine Blanc, BOSS Bottled Eau de Parfum brings a new intensity to the warmth and vibrancy of the timeless BOSS Bottled signature.

A burst of apple and bergamot, contrasted with essence of black pepper, awakens the senses. The spicy heart unfolds with addictive chestnut, cardamom and cinnamon oils, leading into base notes of dark vetiver and musk to deliver a leathery and smoky finish on the skin.

A high concentration of exclusively sourced natural ingredients paired with innovative extraction methods creates a singular, luxurious scent with surprising contemporary facets. Offering a powerful balance of strength and sophistication, this noble composition has been created for driven, ambitious men ready to take on every challenge that comes their way.

Launching in October, the inspirational #ManOfToday Stories project will amplify this campaign. This initiative will bring together the voices of men around the world to showcase the versatility of modern masculinity.

BOSS Parfums will support young creative talents from film schools in five global cities, inviting each group of students to create one chapter of unique stories. Made up of imagery and video content, each chapter will feature subjects ranging from global celebrities and influencers to local citizens.

Each man will reveal the multiple factors, from the city he lives in to his mindset, which make him who he is today: the truth behind his journey towards a very personal definition of success and self-fulfillment.

The content will be shared globally on social media, inviting the public to join the conversation about what it means to be a man in 2020 and beyond.

The fragrance will be available in three different sized: 50ml, 100ml and 200ml.