

BOSS tailors The Collection fragrances



Confident Oud is one of eight new men's fragrances in BOSS The Collection

Coty is set to introduce BOSS The Collection, a collection of eight men's fragrances inspired by essential men's garments, such as the crisp white shirt and the cashmere sweater.

The collection is said to offer olfactive essentials for every style and occasion.

Each glass bottle has sleek lines and is embellished with a distinctive couture garment label.

The face embodying the campaign is German-born model and photographer Johannes Huebl.

For each scent, an artistic photograph proposes a BOSS fashion essential alongside a star fragrance

ingredient, showcasing each perfume as the couture creation it represents.

BOSS The Collection is available in a 100ml format. It comprises:

Vigorous Cologne: A woody citrus, Vigorous Cologne is The Collection's response to the classic white shirt. The citrus structure is amplified by a woody patchouli fiber that brings body and character. The fragrance offers "a jolt of clean, invigorating freshness".

Energetic Fougère: Inspired by the travel suit, Energetic Fougère is "like a fabric that never wrinkles", with artemisia bringing aromatic freshness to the fougère structure. The base is enriched with creamy sandalwood.

Magnetic Musk: Seeking to capture the beauty of the BOSS long cashmere coat, the warmth of musk and sandalwood accords combine with a fluid, satiny effect.

Elegant Vetiver: Inspired by a made-to-measure suit, the vetiver ingredient is joined by gourmand pistachio.

Noble Wood: The olfactive cashmere sweater, Noble Wood combines noble oakwood and vintage whiskey.

Daring Saffiano: This scent explores the powerful contrast of urban tailored leather with a sensual grain's sheen and rose geranium leaf.

Bold Incense: Frankincense and plum combine to replicate the scent of the suede jacket.

Confident Oud: Described as "a tuxedo-as-fragrance for oud in all its illustriousness", this scent is to be released at a later date.

BOSS The Collection is available on-counter in travel retail from April 1 in Asia Pacific and Europe. The launch in Americas travel retail is to be confirmed.