

COTY launches HUGO JEANS fragrance



HUGO JEANS is available across Europe, the Americas and Asia-Pacific

[HUGO Parfums](#) has released a new fragrance called HUGO JEANS which is all about “being you, being true, and finding the fit that just feels right,” according to a press release from the brand. The scent is inspired by jeans, the fabric of many faces, and reflects the power of authenticity, the energy of personal style, and the freedom that comes with honoring the self when you push the boundaries of whatever you choose to do.

The on-counter dates for the fragrance are January 1 for TR Americas and TR Europe, and February 1 for TR Asia-Pacific.

The fougère aromatic Eau de Toilette opens with notes of zesty grapefruit and vibrant lime that mingle with peppermint and juniper berries at the heart for a burst of energy. At the base, subtle notes of sandalwood combined with vetiver and cedarwood create warmth and an inviting feel.

Lacquered in a matte denim blue, the HUGO JEANS flask features a bold red-and-black logo matching the one on HUGO’s iconic jeans. The bottle is finished with a contrasting silver cap and a sleek blue fabric strap. The fragrance joins HUGO MAN in the HUGO Parfums line up.