

Coty releases new Mr. Burberry Elements men's fragrance

Coty has announced the introduction of Burberry's newest men's fragrance, Mr. Burberry Element.

The scent, inspired by the "essence of London," combines modern masculinity and the green freshness of nature.



Mr. Burberry Elements has a heart of juniper, an oakmoss base and top notes of almond

Burberry is quintessentially British, and this is captured in the fragrance's campaign, which takes its cues from the "beautifully effortless symmetry found within British nature."



The marketing campaign takes its cues from the effortless symmetry found in British nature

The scent's top notes are almond, with oakmoss base notes and a heart of juniper.

Mr. Burberry Element, which complements the Mr. Burberry Family, is now available at all travel retail currently open throughout Europe and Asia Pacific.

Personalization

Customers can personalize their 100ml or 150ml Mr. Burberry bottle with up to three initials.

This monogramming service available on Burberry.com and select Burberry and wholesale stores.



Mr. Burberry Elements complements the collection

The collection

Mr. Burberry Element 150ml, 100ml, 50ml and 30ml.

Mr. Burberry Indigo 150ml, 100ml, 50ml and 30ml.

Mr. Burberry Element EDP 150ml, 100ml, 50ml and 30ml.

Mr. Burberry Element EDT 150ml, 100ml, 50ml and 30ml.