



AUTOMOBILI LAMBORGHINI PRESENTS L: A PERFUME COLLECTION FOR MEN, AVAILABLE IN FOUR FRAGRANCES PREVIEW AT AVERY PERFUME GALLERY EXCELSIOR ON THE OCCASION OF MILANO MODA UOMO

A year after the presentation of the 'L1' limited edition, the first fragrance for men under the name of **Automobili Lamborghini**, with a production of only 999 pieces, the partnership with Intertrade Group continues.

On the occasion of Milano Moda Uomo, the exclusive party in the surroundings of AVERY Perfume Gallery Excelsior will celebrate the introduction of fragrances **L1, L2, L3** and **L4**, dedicated to a sporting man with an international lifestyle, who adores the challenges of excellence at work as well in his personal life, who loves travel and is looking for essential luxury. It will also be possible to admire the Lamborghini Huracán LP 610-4 on display in Piazza Beccaria and explore the various ideal olfactory pistes.

Each fragrance is immediately recognizable from the different colour that distinguishes its packaging: L1 is associated with black, the colour of understatement, L2 with yellow, the iconic colour of the Lamborghini brand and synonymous with avant-garde, L3 with red, the colour of strength, and L4 with the green of energy.

The packaging, made entirely in Italy, refers to the mechanical and design aspects that mark out every great sporting icon: lightness, performance and elegance, in perfect harmony with the personality of those who drive a Lamborghini. The volume-pack holds two 25ml glass refills that contain finest "extrait de parfum". There is a refill inside a hand-turned anodized aluminium cylinder bearing a laser-etched logo in relief. To replace the refill, use a small aluminium coin that makes it possible to delicately unscrew the base of the cylinder; a gesture reminiscent of a careful repair operation on an engine.

L is a collection that can be matched to the personality of someone who chooses a mechanical and aesthetic jewel in order to be at the wheel of the most desirable super sports car.

Each fragrance ideally accompanies the journey of the man who chooses L along four routes inspired by the power of the Lamborghini engine. With Italian style and passion par excellence in all its various aspects.

THE FRAGRANCES

Prepared with dedication by the Master Perfumers of **Intertrade Group** under the skilled guidance of **Celso Fadelli**, these are a sequence of olfactory notes combined in unison with the intention of finding the appropriate way of 'dressing' Lamborghini.

L1: the first fragrance to be launched, it combines power in the base notes permeated with ingredients that are rare and difficult to find on the market, so as to create a blend that is complex, unique and particularly intriguing. L1 contains within it the strength of leather, the adrenaline of pepper, the efficacy of musk, the determination of tobacco, with a light touch of arrogance in the vetiver. A perfume that exudes emotions and strong sensations.

L2: represents the quintessential spirit of adventure of Automobili Lamborghini. With crisp notes based on lemon, mandarin and pink pepper, enriched by a more spicy heart, notes of fern, combined with birch, with nutmeg and with lavender. Elegance, the maximum expression of identity for those with a passion for challenges on and off piste.

L3: immediately striking for its spicy head notes based on saffron, lavender and bergamot. With a heart guided by the frenzy of elegant chords of flowers such as rock rose and violet, which blend with tonka beans into a final, deeper and more sensual harmony thanks to the presence of vetiver, of sandalwood and of patchouli. A fragrance with a pulsating heart, with an olfactory "change of gear" that no one can resist.

L4: belongs to the bitter citrus olfactory family, starts out with a surge of freshness originating from bergamot and from pink grapefruit, which acquires strength with a pinch of cardamom. A symphony of woods, pepper and incense gives a sensation of liberty and the smell of the dirt road which are lost in more decisive aromas of amber, nargamutta and patchouli. For the free spirit on holiday or away from home. Dedicated to a gentleman with a racing spirit, whose perfume extols the provocative passion and strength of the thrill of speed.

Retail price Euro 148

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