

*Kilian*  
PARIS



BLUE  
MOON  
*by*  
*Kilian*  
GINGER DASH

**Launch Dates**

Available as of April 3<sup>th</sup> 2023 in all Kilian selling points

**Retail Price**

50ml refillable bottle: €210

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[www.kilian-paris.com](http://www.kilian-paris.com)  
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KILIAN PARIS drops the quintessential summer cocktail in scent. **BLUE MOON GINGER DASH** is a fresh addition to The Liquors olfactive family, an audacious new blend and seasonal limited edition.

**BLUE MOON GINGER DASH** is inspired by Founder Kilian Hennessy's summer cocktail of choice, the cult beachside party drink from the 90s, Blue Lagoon—a mix of lemon, vodka and blue curaçao liquor. Kilian Hennessy and Perfumer Sidonie Lancesseur remixed the cocktail into a scent, adding an energetic dash of ginger to twist summer sun into endless evening.

An olfactive trip to the Mediterranean, **BLUE MOON GINGER DASH** expresses the season's imperatives. *"I have an 'Arsenal of Scents'. My choice of fragrance depends on the season, my mood, the occasion. Same with cocktails. **BLUE MOON GINGER DASH** is definitely my summer cocktail when on the French Riviera."*, Kilian Hennessy.

**BLUE MOON GINGER DASH** opens with a flash of Lemon essence combined with Calone, add to an *"on the rocks"* feel for inimitable freshness— a KILIAN PARIS signature, creating an instant tonic, cocktail-in-hand sensation. The fragrance quickly leads into a Vodka accord, while Organic Ginger essence from Madagascar splashes some crazy fun as night falls and moon rises upon a base of white Musk, with Ambroxan resonating elegant mineral notes from start to finish.



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**BLUE MOON GINGER DASH** features The Liquors

olfactive family signature bottle with an electric blue base. A design inspired by art deco crystal cocktail tumblers, the bottle is chiseled with angles referring to the letter 'K', reflecting light and color like a sunlit sea. A collectible to keep the summer vibe alive.

The scent of sea, sun and the temptation to party under a rare moon, KILIAN PARIS plays olfactive mixologist with **BLUE MOON GINGER DASH**, the season's freshest sensation.

From March 1st to March 19th, Mediterranean lovers will have the chance to buy **BLUE MOON GINGER DASH** limited edition in Avant Premiere exclusively through a secret link going viral on the TikTok social media platform. Lucky owners of the fragrance that will be sharing their best video on TikTok featuring **BLUE MOON GINGER DASH** will win a 50ml KILIAN PARIS creation of choice every month for a year, don't miss the fragrance challenge!

