

ESTÉE LAUDER
LUXURY FRAGRANCE COLLECTION

"Fragrance exists in the mind, not just in the senses." – Mrs. Estée Lauder



Available as from 4th of October 2021

When Mrs. Estée Lauder created Youth-Dew bath oil in 1953, she revolutionized the fragrance industry. Seventy-five years later, the brand carries on her legacy with the introduction of a **NEW Luxury Fragrance Collection**, eight extraordinary fragrances that take the wearer to enchanted, undiscovered places; the mind and senses become thrillingly alive, awakened, and transformed.

Each distinct fragrance offers a new realm of experience, inspired by the wonder, rush and sensuality of nature's most breath-taking moments, and then heightened, intensified, illuminated, elevated. Experience the fullest radiance of a sunset, the mystery of a moonlit flower, the joy and warmth of sunlight. Each fragrance is exquisitely crafted with the finest ingredients and mood-boosting scents to ignite the imagination and unlock a heightened sensorial experience.

Nature and science collide to keep each unforgettable moment alive with a first in luxury fragrance longevity. Estée Lauder's new and exclusive ScentCapture Fragrance Extender™ technology is specially formulated to allow each scent to last up to 12 hours after a single application¹.

In addition, each of the scents in the Luxury Collection scents were demonstrated in independent neurosensorial testing to evoke specific emotions in those who were drawn to them². Joining forces with your own imagination, they set free a new world to call your own.

¹*Sensory panel of 15 expert panelists, after using product once.

Let your mind imagine them. Let your senses feel them.

THE COLLECTION



Tender Light

A burst of pure light lifts you up into a palace of dreams. A golden realm of the senses capturing the warmth and joy of sunlight. Awakening, illuminating, and energizing. Leaving you feeling radiantly alive.

Fragrance Family: Citrus Green

Ingredient Profile: The distinctive fresh scent of an exclusively crafted Chinese Tea Accord is surrounded by the ultra-luxe freshness of Bergamot and warm, velvety Florentine Iris, inspired by the warmth and joy of sunlight.

Evokes Emotions of: Positivity and Joy



Sensuous Stars

Delight in the sensuous tranquility of walking among plum trees under a moonlit sky. In one exhilarating moment, an irresistible breeze takes you sky high, breathlessly floating among swirling stars.

Fragrance Family: Fruity Chypre

Ingredient Profile: Chinese Plum is enveloped by a sumptuously rich note of Orris and a veil of warm French Lavender, as peaceful as a walk under the stars.

Evokes Emotions of: Calm and Happiness



Dream Dusk

Walk through a garden in full bloom as flurries of Spring blossoms scent the air, illuminate the sky, and exhilarate your senses. A dream without end that leads you into the beauty of night.

Fragrance Family: Floral Marine

Ingredient Profile: A Cherry Blossom accord, capturing the magnified scent of the flower as it blooms in spring, is effortlessly blended with crisp Blackcurrant Buds and Geranium, as magical as a secret garden at dusk.

Evokes Emotions of: Cheerfulness



Radiant Mirage

Envision a timeless road taking you into a new realm of the senses. The more you try to describe it, the more it escapes definition. Creating a mirage, ever present, yet always an adventure just beyond reach.

Fragrance Family: White Floral, Woody

Ingredient Profile: The white blossoms of Jasmine Sambac are contrasted by the warmth of Sandalwood and Patchouli, a scent as optimistic and exciting as setting out on a new adventure.

Evokes Emotions of: Positivity and Optimism



Desert Eden

Imagine the breathtaking moment when the sun's rays spread over the desert sand at dawn. Surrounding you in a warm, luminous aura. Taking you on a new adventure for mind, body, and soul.

Fragrance Family: Woody Floral

Ingredient Profile: Sandalwood is enriched by the luminosity of Turkish Rose and mystical Olibanum, as seductive as the desert at dawn.

Evokes Emotions of: Confidence and Energy



Blushing Sands

Dreamy as the night, delicate as the dawn. Journey across soft, rose-tinted sands into a warm and welcoming world for the senses. A lush oasis of subtle depths, sensuality, and light.

Fragrance Family: Woody Vetiver

Ingredient Profile: The dreamy scent of Vetiver is enhanced by the shimmering, spicy freshness of Pink Pepper and an exclusive Musk accord. A combination of bright woods and fresh spices, as magnificent as a rose-tinted beach.

Evokes Emotions of: Relaxation and Sensuousness



Paradise Moon

Escape to a moonlit forest filled with unexpected temptations for the senses and rare, tantalizing flowers. Even the air shimmers with the aura of its moon-drenched power, a paradise forever untamable, forever wild.

Fragrance Family: Leather Floral

Ingredient Profile: Notes of three types of lush Osmanthus flowers are surrounded by Cistus Oil and an untamed burnished Leather Accord, as enchanting as a moonlit forest.

Evokes Emotions of: Happiness and Confidence



Infinite Sky

Rise up into a vast, brilliant sunset sky, turning the world below to amber and gold. Filling your senses with waves of pure happiness and your spirit with hope. When you return to earth you know that you can do anything now. The power is yours.

Fragrance Family: Amber Spicy

Ingredient Profile: A halo of golden sensuality radiates from the scent of Sichuan Pepper. It is balanced by the smoky sweetness of Madagascar Vanilla and smoldering Leatherwood, as brilliant as a sky at sunset.

Evokes Emotions of: Confidence and Sensuality

THE BOTTLE DESIGN

Each fragrance is housed in an exquisite heavy weight, fluted glass bottle with the collar adorned with a beautiful gold rope detail, inspired by archival Estée Lauder packaging. The gold cap features a monogram inspired by an original Estée Lauder logo uncovered from the Leonard A. Lauder Estée Lauder Companies Archives. It is exclusive to the Luxury Collection. Each of these

details are a nod to key elements of the Estée Lauder brand heritage, reimagined in a distinctly modern way.

Each bottle features a plaque with a unique symbol representing the hero ingredient in each fragrance.

Availability

NEW Estée Lauder Luxury Fragrance Collection will be available at Parfuma, Gutmann and online at www.esteelauder.be as from 4th october, 2021.

Suggested Retail Price

Each fragrance in the **Estée Lauder Luxury Fragrance Collection** is available in 100ML for €150,00 and 40ML for €82,76.

Press Contact

For more information or to request images or samples, please contact Marie Wauters, mwauters@be.clinique.com

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