

AERIN

AERIN Ambrette de Noir Collection

"For the latest perfume in my Premier Collection, I wanted to create something truly exceptional. Ambrette de Noir is just that: a sleek, modern eau de parfum that beautifully reconciles the captivating, glowing warmth of Ambrette seed, Tonka and Incense with a boldly feminine infusion of white flowers, Freesia and Rose."

– Aerin Lauder, Founder and Creative Director, AERIN

Introducing **Ambrette de Noir**, the latest addition to the AERIN Premier Collection. This distinctive and luxurious oriental floral amber parfum was created in an exciting collaboration with master perfumer, Olivier Cresp, and continues the olfactive journey Aerin and Olivier began with her very first Premier Parfum, Rose de Grasse. Together, they have created a parfum with the enchanting power to conjure up a mystery, a romance, a journey of the imagination, with every drop. Through opulent layers of rich, velvety florals combined with sensual musk, the parfum evokes sophistication, glamour and romance.



The illuminating first impression of **Ambrette de Noir** is revealed as a sumptuous infusion of handpicked Rose petals with velvety Freesia petals. This exquisite floral essence is enveloped by the fiery warmth of Incense to evoke a sense of mystery. At the heart, an assortment of bold and feminine white florals including Orange Flower, Jasmine and White Peony blossom to reveal the mesmerizing Oriental Floral signature. This enigmatic blend is infused with an exclusive AERIN co-distillation of rare Ambrette seed with rich gourmand Tonka Absolute. This signature accord imparts a sophisticated and deeply luxurious musk-like twist that when fused with Vanilla Bourbon and Cedarwood, adds a powerfully seductive and modern dimension. The final additions of Ambrox and Benzoin further accentuate a captivating warmth and refinement to seamlessly blend each luxurious element for the most enchanting olfactive experience.

The AERIN **Ambrette de Noir** packaging design draws inspiration from the opulent blue, gold, and mahogany carriages that carried stylish wanderlust travelers across a continent in style. The signature AERIN Fragrance bottle is drenched in a custom smokey sapphire shade and is adorned with a chic braided golden cord. Topped with the Premier Collection golden cap, the fragrance name is engraved on a golden plaque. The elegant bottle is housed in a custom designed display box that features a luxe fabric wrap in a sophisticated burgundy hue to complement the fragrance's captivating impression.

AERIN PREMIER COLLECTION

Ambrette de Noir is the newest addition to the AERIN Premier Collection, Aerin's fullest expression of the art of perfume. Luxurious in every detail. Iconic. Extraordinary. Unforgettable. The artisanally-crafted perfumes of the Premier Collection are infused with magnificent flowers, rare essences and the very finest ingredients from around the world. Each perfume is inspired by the most beautiful places on earth that hold a personal, special meaning for Aerin herself, and subtly blended to meet the exacting specifications and timeless traditions practiced by renowned master perfumers. While a unique celebration of parfum's rich heritage, the collection is also imbued with a fresh, modern spirit reflective of Aerin's own personal life and style. Each exquisite elixir is designed not only to collect, but to enjoy and wear every day.



AERIN Ambrette de Noir Collection will be available at de Bijenkorf Amsterdam beginning of September 2020. Ambrette de Noir Parfum Spray will be available in 50 ml and retails for: €203,00

For more information please visit:

Instagram: @aerin

Twitter: @aerin

Tumblr: aerin.tumblr.com

Pinterest: [pinterest.com/worldofaerin](https://www.pinterest.com/worldofaerin) Facebook: [facebook.com/aerin](https://www.facebook.com/aerin)

Press Contact:

Marie Wauters – mwauters@be.estelauder.com - +3227168506

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