



**MADE LC Introduces *Made: Day*
A new fragrance for men**

BROOKLYN, NY/CHARLOTTE, NC– (December 15, 2016) **Made Lifestyle Collection (Made LC)** announced today the debut of *Made: Day*, the first fragrance under the Made LC brand. This new scent evokes images of power, prestige and masculinity, and serves as the perfect everyday fragrance for the “Made Man.”

"Ambition is not only a desire; it now has a scent to match," says Made LC creative director and founder Chuck Holliday. "*Made: Day* smells like pure drive and ambition. By introducing this fragrance, it affords men the opportunity to bask in their own signature aura while expressing themselves artistically with the entire Made collection of fashion accessories. As the name implies, Made is about a lifestyle."

Made: Day is a blend of orange and crisp ozone with mid notes of basil, geranium and cyclamen, base notes of musk, amber and warm woods. It's a commanding fragrance that is not overpowering and can be used daily. It is now available for purchase on ShopMadeLC.com for \$20.00 per bottle. The addition of *Made: Day* now rounds out the product offerings from Made LC, which includes handmade premium pocket squares, fashion eyewear and scarves.

For media inquiries, interview requests, editorial loans and other product pulls, contact Jameka Whitten at jameka@jswmediagroup.com or 704.965.3297.

About Made LC

Made (**M**easuring **A**nd **D**efining **E**volution) Lifestyle Collection is inspired by the Prohibition-era with a fresh, modern twist. Made is all about attainable, affordable and impeccable style. The “Made Man” is confident, powerful and bold with his style choices. The collection is available for purchase online at www.ShopMadeLC.com. For updates and news, follow Made LC on Facebook, Twitter and Instagram at @ShopMadeLC (Hashtags: #MadeLC #MadeMan).

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