

Topman launches first premium fragrance

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Topman has announced the introduction of its very first 'fine' fragrance - Distil.

Created by industry 'nose' Azzi Glasser - who also created 16 & 27 - the challenge was to formulate a premium fragrance for the mens market that would sit comfortably but with stand-out from other competing premium fragrances.

"I was inspired by the energy, coolness and passion within a man. I wanted to try to capture that within a modern fragrance. It was quite a challenge in perfumery-terms."

Distil mixes 'A' grade ingredients, layering them together to make 'Accords' carefully positioned throughout the formula. The vibrant top Accord opens with a burst of juniper, petitgrain, blood orange and ginger stem which adds energy to the cool Heart Accord. This Accord is made up of sea molecules and modern ozone wood molecules adding depth straight into the passionate Base Accord of the finest whitewoods, olibanum, cashmeran and earthy musks.

The striking packaging in vivid aqua, black and white opens in two equal parts to reveal two equal cubes - one of glass containing the fragrance and one of rubber as the lid. Uniquely the glass cube of fragrance sits at the top with the atomiser facing downwards into the rubber lid making the bottle effectively upside down.

To support the launch of Distil an exclusive national cinema campaign will run for three weeks, created and directed by Alex Turvey who was described by Vogue as one of the fifteen 'Creatives who will define the future of British Arts'.

"We wanted to create a visually captivating piece of film that would own the cinema space and really connect with the Topman audience. The idea grew out of the clean geometry of the bottle design and the Distil name itself - a moment of clarity and a point of refinement where you've reached a deeper understanding about your own style identity. To communicate that concept we wanted to show our hero boy in a moment of transition driven by his own inner power magnified by the Distil fragrance.

Masculine yet elegant, energetic yet poised, the film will tap into an epic look that speaks with authority of Topman's fashion heritage." Alex Turvey, Director.

The fragrance will be available in two sizes from November 5th across twenty selected national Topman stores nationwide and Topman.com.

About Topman

Topman offers the latest in men's fashion encompassing a range of styles to suit every shopper. Topman's extensive men's clothing collection embraces everything from the latest men's fashion trends to classic pieces, and extends to men's shirts, suits for men

(<http://www.topman.com/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33056&storeId=12555&la>

- including skinny suits - jeans

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chinos

(<http://www.topman.com/webapp/wcs/stores/servlet/CatalogNavigationSearchResultCmd?catalogId=33056&storeId=12555&la>
shoes, accessories and formal wear.

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