

Dezigual®

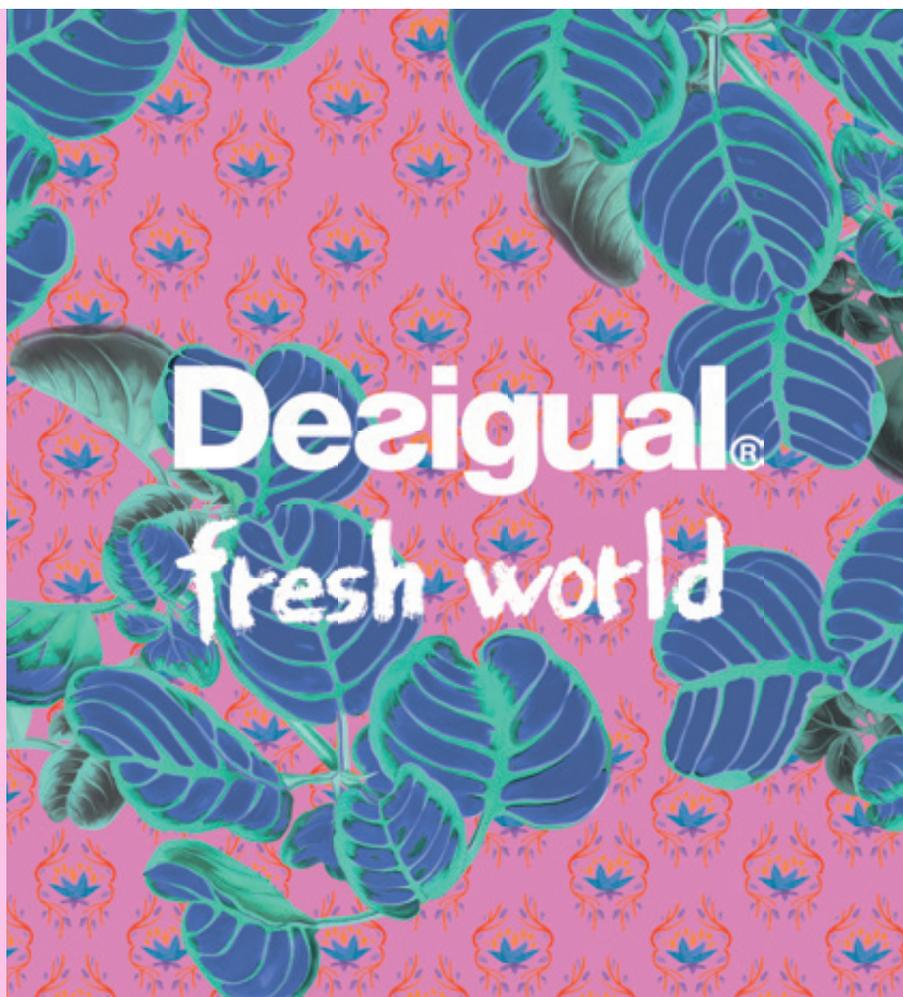
fresh world



To a fresher world!!

Because there is a new world opening up to **fresh minds**: FRESH WORLD
Because being **original** is much more fun: FRESH WORLD
Because great ideas are waiting for you to rescue them: FRESH WORLD
The world is wishing for someone to open up the bottle of **brilliant ideas** that will enlighten all that was muted, past and dull.
To a more original, and maybe even brazen, world!
To a world that wants to hear new words.

Desigual presents
DESIGUAL FRESH WORLD,
the blatantly fun fragrance.

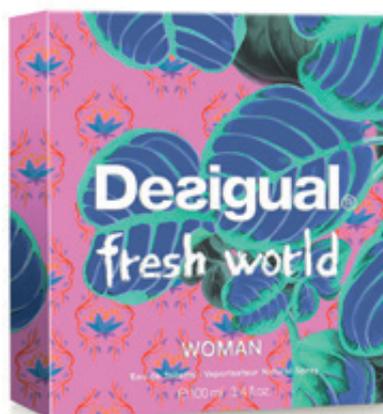


Desigual FRESH WORLD is Desigual's **most brazen, fun, vibrant and energetic fragrance.**

A fragrance for a girl who is friendly, outgoing and almost insolent because she proposes crazy ideas. Urban and full of life. Healthy, a girl who gets the most out of every moment of life and loves doing things in the open air, but in her city.

The colours of the box and the bottle are an unusual mixture: striking proposals for an original world!

Bubblegum pink and aquamarine combine perfectly, like the yin and yang of the cold and warm shades of optimism, summer sunsets over the water of the sea ...
Everything positive, optimistic; pink and aquamarine, a combination that can only be extremely joyful.





Fragrance

Juliette Karaguezoglou has created this Fruity and Floriental fragrance which is a cocktail of sparkling new ideas:

The head notes of Pineapple, Apple and Blackcurrant renew our vitality and fill us with energy.

Its floral heart beats to the rhythm of Egyptian Jasmine, Iris and a touch of Cocoa.

And at the base, good vibes with Patchouli from Indonesia, Woody Amber, Sandalwood, Musk and Vanilla. A combination that is brazen, optimistic, young and full of life!!



The visual transmits this **friendly** and **brazen impudence**; it is so striking and daring! She smiles at the world, (smiling inside and outside) and finds a new opportunity in everything. Her style is causal, fresh and colourful. With absolutely no shame, she cheekily holds the bottle of FRESH WORLD because it is part of her life and to “blame” for her good mood. Dezigual FRESH WORLD is **blatantly fun**.