

## Back to the future: Iceberg releases complementary new fragrances for him and her

Iceberg Fashion and Perfume Holding are launching a duo of new fragrances that confidently interplays notions of masculine and feminine interpreted by talents Caroline Vreeland and Noah Luis Brown. Available from September 2018, the blockbuster release of 'Iceberg Since 1974' heralds 30 years of design innovation and seals the label's reputation for passion and authenticity.

Boldly reasserting the essence of the brand's DNA, the new fragrances return to the beginning of the Iceberg story in luxury knitwear, and in doing so, perfectly capture Iceberg's free-spirited past, present and future. Working closely with perfumer Alexandra Carlin, scents are provocative yet infinitely wearable.

### THE FRAGRANCES

'Iceberg Since 1974' For her revels in youthful femininity. Opening with the bright, instant allure of Grapefruit, Pink pepper and Ginger, a sensual floral fruity heart unfurls through the harmony of Neroli, Mint leaves and citrusy Bigarade. The warm, lingering dry down of amber, cedarwood and shiny musk concludes a sensual floral fruity cocktail.

'Iceberg Since 1974' for him opens with a complimentary fruitiness that asserts the distinctly masculine aromatics of bergamot, Guatemalan cardamom and dry fruit. The heart of the fragrance rounds out with a Caper accord of Nutmeg and Lavender before settling into the wood-textured base of Ambroxide, Gaiacwood and Red Patchouli.

### The BOTTLE

Vaunting the brand's roots in deluxe knitwear, the bottles are clad in signature streamlined Iceberg jumpers made by Fashion House. Designed as mirror images of each other, both bear the classic Iceberg logo accented with tones of green and pink, for him and her respectively presented in a signed crystal box. For those who know the brand, the hexagonal cap is a signature detail, with the distinctive shape featuring prominently in the visual language of Iceberg.



### THE CAMPAIGN

Iceberg Creative Director James Long personally selected Caroline Vreeland and Noah Luis Brown to star in a pulse-raising campaign that brings a vivid Dressing room dream to life. Could the intensely sublime encounter be real? Both ambassadors have a striking physical presence and magnetic allure that speaks of the brand's effortless, youthful confidence.



Iceberg Since 1974 For Her EDP 100 ml  
Iceberg Since 1974 For Her EDP 50ml  
Iceberg Since 1974 For Her Shower Gel 200ml  
Iceberg Since 1974 For Her Body Lotion 200ml

Iceberg Since 1974 For Him EDP 100 ml  
Iceberg Since 1974 For Him EDP 50ml  
Iceberg Since 1974 For Him Shower Gel 200ml

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