



Mercedes-Benz Man.

Private, the new star eau de parfum.

This new flanker to the Mercedes-Benz Man fragrance is inspired by the charms of the Middle East, but it is appealing to everyone. Based on the wonderful olfactory power of woody notes, Mercedes-Benz Man Private will attract those who already know and appreciate these powerful ingredients, but also those who will discover their strong trails. There is a deep and very warm dimension to them that is simply intoxicating. And all these qualities naturally evoke the color of brown wood.

The design.

Mercedes-Benz Man Private is introduced as a premium version of its predecessor, not only the color code has been changed into a beautiful brown but the perfume is also presented in a very qualitative and impactful set. The soft-touch matte bottle is even more pleasant to hold thanks to this warm color, as it gives a sensual feel to it. In the center, the iconic silver Star appears ever more shiny on the glass of the window, which is tinted in a golden light brown. The same color is found on the set, as a way to convey the warm and sensual identity of this woody fragrance.

The fragrance.

For this ambery woody aromatic fragrance, French Master perfumer Olivier Cresp has concocted a refined spicy recipe... Mercedes-Benz Man Private starts on a fresh yet spicy combination of artemisia, cardamom and cypress. It then moves on to a very rich heart made of notes of lavender, labdanum resinoide and ambrox, before it fully expresses its sensuality thanks to the blend of patchouli, cashmeran and cedarwood – a drydown that perfectly epitomizes the woody signature of the fragrance.

The advertising campaign.

As you would expect, Mercedes-Benz Man Private is the ideal perfume for a young seductive man. He is obviously elegant and very attractive, but he also has a special attitude: with his slightly arrogant look, he draws the attention. And at the same time, his expression is truly charming...and immediately effective, so the magic happens!

With his new powerful and deep fragrance, there is no doubt that he will become simply irresistible.

The Mercedes-Benz Man Private range.

- Eau de Toilette Natural Spray: 100 ml

Suggested retail prices.

Eau de Parfum Natural Spray 100 ml €

Available at perfumeries.