



# Mercedes-Benz THE MOVE.

## The fragrance for men in motion.

**Mercedes-Benz, the iconic brand that has made history, defies trends and defines reinvention, has chosen to create a fragrance for the most of elusive of generations: the Millennials.**

**Pitch...**THE MOVE's punchline is an ode to life. Set to music, it's the story of a young man cutting through the urban world and making it his own. Every movement, every step and every hop speaks to life and desire. The world is moving. So is he.

**#BeFree:** He demands his freedom.

**#Liveinthemoment:** He makes the most of every movement.

**#Expressyourself:** His scent is his signature

**A scent for Millennials: What does it mean?** Forget clichés and generalizations about Millennials. If there were ever an era that stood out by the sum of its individualities, it's ours! Mercedes-Benz has therefore chosen to create a multifaceted fragrance. Free for each man to make his own.

### **Zoom in on the name... THE MOVE**

The name THE MOVE was an obvious choice for this addictive fragrance synonymous with mobility, fluidity and freedom. It demanded a name that resonates - that speaks to the desire to live, to move as fast as the world we live in. A world that is at once crazy and captivating. Just like the fragrance.

### **Zoom in on... the design**

To hold THE MOVE, Mercedes-Benz wanted an organic, simple, and pure shape. By no means ostentatious. Something essential, a bit futuristic. It imagined a nomadic bottle with a spray cap. A fast, simple gesture. To be worn at any time of day or night. With its rounded lines, discreet star and intense blue tone that toys with purity and transparency, THE MOVE becomes a lucky charm to never leave home without.

### **Zoom in on... the fragrance**

THE MOVE was created by Dominique Ropion. This talented master perfumer considers each of his creations to be an olfactory sculpture. He thus “molded” THE MOVE to form the signature of an entire generation. A signature scent that stands out amongst the rest. THE MOVE is an aromatic fougere of dynamic accents, which layers the acidulous fury of grapefruit, the spicy notes of cardamom and the fragrant tenderness of apple blossom. The combination of geranium with an innovative salty marine accord brings it its full modernity, while tonka bean and balsam fir offer a unique, gourmet, sweet note very much in the here and now, for a sensuous awakening.

### **3 questions for Dominique Ropion, creator of THE MOVE**

#### **How does one create a scent for Millennials?**

In perfumery, when you work in composition you aren't aware of the evolution of things, as you, yourself, are within the evolution. I live and work with Millennials. I observe them. They don't like scents that are too heavy, but they still want them to be sweet. So I had to incorporate all this into compositions that make sense.

#### **To find the right balance?**

Exactly. And to incorporate it into constructed forms. Making sweet and fruity in simple things is easy. Doing it with a solid foundation is something else. Inventing something young supported by a classic, solid structure.

#### **The MOVE... What is it?**

The new Mercedes-Benz fragrance is based on a young, original *fougère*. Cardamom, grapefruit and apple blossom. That's really the key point of entry. The top note. A heart note of geranium, combined with a marine note, gives the originality. And then tonka bean, combined with balsam fir, offers a sweet, gourmet and very current note.

#### **The scent of a generation.**

I think we have a signature scent. That's the most important thing. A scent that stands out amongst the rest.

#### **Note**

**A fougere** refers to scents built according to the following pattern: lavender top, geranium floral heart, coumarine and oak moss base. It's a common accord in men's fragrances.

**Mercedes-Benz THE MOVE range:**

- Eau de toilette: 60 ml and 100 ml
- Deodorant stick: 75 g
- Shower gel: 200 ml

**Recommended retail prices**

Eau de toilette 60 ml	€.....
Eau de toilette 100 ml	€.....
Deodorant stick 75 g	€.....
Shower gel 200 ml	€.....

Available in perfume stores.