

IN-STORE

Bentley expands fragrance line with new scent

February 4, 2015



Bentley Infinite

By STAFF REPORTS

British automaker Bentley Motors is extending its lifestyle options with the Infinite fragrance, a new scent for its men's cologne collection.

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Bentley has seen annual updates to its fragrance collection since it first launched in February 2013. The introduction of new scents in Bentley's lifestyle collection will likely redirect consumer attention to this aspect of the brand.

New car scent

Infinite fragrance is boasted as a scent ideal for active and fashion forward men. It was designed internationally and comes in two expressions, eau de toilette and eau de parfum.

The first scent, Intense, was part of a collaboration with various French perfumers and crystal-maker Lalique ([see story](#)). Last year Bentley continued its expansion into lifestyle products with the introduction of its latest men's fragrance, Azure ([see story](#)).

These fragrance options likely appeal to the aspirational Bentley consumer looking to engage with the brand and the Bentley owner interested in the other options from his

automaker.



Bentley fragrances

The Bentley Infinite bottle is reminiscent of cut crystal, and the center of the bottle sports the Bentley symbol, the “Flying B”.

Bentley's new fragrance will be available in international perfumeries and department stores in April 2015.

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