

COMMERCE

Bentley champions intrepid adventurers for Bentayga-inspired scent

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Bentley Bentayga

By STAFF REPORTS

British automaker Bentley is capturing the adventurous spirit of its Bentayga SUV through scent with the launch of a new fragrance.

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Infinite Rush eau du toilette is designed for the man who consistently pushes limits, who might be seen jumping out of a plane or off-roading in Bentley's first SUV. The cologne will launch exclusively at Harrods from March 8-22, prior to its international debut in April.

Rush hour

Infinite Rush is a follow-up to Bentley's Infinite scent, released last year. Bentley has seen annual updates to its fragrance collection since it first launched in February 2013 ([see story](#)).

Bentley's Infinite Rush shares a similar bottle design to the original Infinite scents, which combines curved and straight lines to evoke the shape of the automaker's cars. To mimic the feel and look of earth, Bentley has treated the glass with a crackling varnish, which creates a unique pattern on each bottle as it reacts.



Bentley Infinite Rush

The bottle's earthiness is counteracted with silvery metallic details, including the cap and a plaque.

Inside the bottle, the fragrance begins with top notes of pink peppercorn and mandarin orange, meant to capture the feeling of adrenaline. From there, the heart is a resin of lemon, fennel, pepper and incense, along with vetiver and cedar.

Base notes include amber wood, musk and tree moss, adding a layer of mystery to the spicy mixture.

Bentley has previously helped its audience explore the Bentley through its other senses.

To promote the new model, the automaker created a mobile application responsive to consumer emotion.

The "Inspirator" app shows a series of images ranging from beaches, surfing and yachting to music and dancing to chinaware and furniture to parties and discos in four separate chapters, using facial and emotional recognition technology to capitalize on the viewer's preferences as it goes on, generating a custom Bentley for the viewer at the end. The app represents a technologically innovative and creative way for the brand to promote its new model ([see story](#)).