

FRAGRANCE AND PERSONAL CARE

## Burberry bottles up London nights in fragrance launch

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*Behind-the-scenes shot of Josh Whitehouse for Mr. Burberry Eau de Parfum*

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By STAFF REPORTS

British fashion label Burberry is exploring a new facet of Mr. Burberry's personality in an intensified version of the scent released in 2016.

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Mr. Burberry Eau de Parfum was developed by Burberry's chief creative and CEO Christopher Bailey along with perfumer Francis Kurkdjian to represent the feeling of expectation experienced in London ahead of the evening. Launching new expressions in the same scent family can help a brand spur purchases from existing fans.

### Night out

Last year, Burberry established a persona for its then new Mr. Burberry Eau de Toilette by documenting the character's weekend in London.

Centered on a film directed by Steve McQueen, the Mr. Burberry digital campaign weaves a narrative that centers on the interactions of a couple in a hotel room. This sensual approach is a fitting launch for the scent, which was designed as a romantic partner to the label's My Burberry fragrance ([see story](#)).

Now, Burberry is writing a new chapter in the Mr. Burberry story.

British actor Josh Whitehouse reprises his role as Mr. Burberry, appearing in an advertising campaign wearing a wool mohair tuxedo complete with a bow tie. Looking straight at the camera, the actor has a jacket swung over his shoulder with a glimpse of Burberry's signature plaid peeking out.



*Mr. Burberry campaign image*

Mr. Burberry Eau de Parfum's bottle was inspired by the label's iconic trench coat. A garbardine bow is tied around the bottle's neck, while the cap mimics the look of the horn buttons on the jacket.

Inside, the juice contains a nod to Britain, with classic scents such as terragon and cinnamon mingle with patchouli and deeper notes of amber and vetiver.

Along with the new fragrance in the Mr. Burberry family, the brand is introducing a series of limited-edition grooming products. These include an aftershave balm, face scrub and hair and beard clay.

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