

FRAGRANCE AND PERSONAL CARE

Bentley brings traveling spirit to fragrance collection

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Bentley Beyond - The Collection is the automaker's first exclusive perfume line. Image courtesy of Bentley

By STAFF REPORTS

British automaker Bentley is translating its passion for travel into a trio of perfumes.

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Dubbed Bentley Beyond The Collection, the scents are designed to evoke the feelings of India, Indonesia and Mexico. This marks Bentley's first exclusive collection of fragrances for men and women, following other perfume launches in the past.

Traveling through scent

Bentley worked with three different perfumers for the collection.

Mathilde Bijaou developed Exotic Musk, a scent that recalls Acapulco, Mexico with notes of ambery wood, Tonka bean and musk.

Majestic Cashmere transports the wearer to Goa, India with incense, patchouli and coriander. For this fragrance, Bentley tapped perfumer Julie Mass.

Rounding out the trio is Wild Vetiver, a creation from Sidonie Lancesseur. The perfumer blended bergamot, pepper, vetiver and birch to bring the feeling of Java, Indonesia to life.

The fragrances are packaged in a 100ml flacon with a handstitched leather cap and transparent glass. Each has its own color palette, including the juice.

For instance, Exotic Musk is made in blues and teals, while Wild Vetiver is packaged in green and mustard hues.



Bentley Beyond Exotic Musk. Image courtesy of Bentley

The scents are retailing now for 180 pounds, or about \$238 at current exchange.

Bentley plans to expand the line to further destinations in the future.

Automakers are expanding beyond cars in an effort to build a wider lifestyle brand.

For instance, McLaren is making its first foray into eyewear with licensee L'Amy.

The debut McLaren Vision Collection to come from the partnership features sunglasses and optical frames that leverage advanced materials and design, reflecting McLaren's technical DNA ([see story](#)).

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