

FRAGRANCE AND PERSONAL CARE

Bentley unveils new men's fragrance

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The new Momentum Unbreakable fragrance. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

British automaker Bentley Motors is tapping into its adventurous side with a bold new cologne made for the trailblazers of the world.

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Intended for those with unbreakable spirits, Bentley Momentum Unbreakable is a spicy yet floral scent, blending new ingredients with heritage perfumery traditions. Variations in color, pattern and texture on the stone plated bottle suggest a unique element to the new cologne.

Momentum Unbreakable

The new fragrance is built around Dreamwood, a sustainable natural ingredient that reproduces the smoky, creamy scent of sandalwood.

Obtained through carbon-neutral biotechnology, the 100 percent natural ingredient is used in place of Mysore sandalwood, which is now a protected species in India, as a sustainable alternative with the same olfactory richness.

Momentum Unbreakable is a warmer, woodier interpretation of the Momentum line, expressing facets of a contemporary urban adventurer.

As the fragrance opens, violet leaf adds an aquatic touch to mandarin sfuma. The mandarin oil adds a green, floral and aromatic aura, and a flash of lavender, matched with mint-fresh, rosy geranium, is softened by powdery orris.



By stepping into perfumery, Bentley aims to solidify itself as a lifestyle brand. Image credit: Bentley Motors

Spicy notes of licorice, dried fruit, amber and immortelle warm the fragrance.

The bottle design is inspired by the vertical skyline of a modern metropolis. Tall, rectangular and faceted like an emerald-cut diamond, it is made of heavy, customized glass, with a textural stone plated front.

It draws inspiration from a finish crafted by Bentley Motors to customize its interior offerings: the stone veneer is a fusion of craftsmanship and technology.

The 100 percent natural stone plate of the Momentum Unbreakable bottle is made of mica schist, a crystalline rock containing reflective slivers of mica. The slate-grey stone plate is etched with Bentley's logo and the name of the fragrance.

The back of the bottle is clad with an interpretation of the marque's signature knurling pattern, which is embossed in a matte black plate covering the back of the bottle from base to neck.

Bentley Momentum Unbreakable eau de parfum is available in a 100ml bottle for 69.50 pounds, or \$96.50 at current exchange rate.

In 2019, Bentley translated its passion for travel into a trio of perfumes. Dubbed Bentley Beyond The Collection, the scents are designed to evoke the feelings of India, Indonesia and Mexico.

This marked Bentley's first exclusive collection of fragrances for men and women, following other perfume launches in the past ([see story](#)).