

AUTOMOTIVE

Bentley introduces new Panama-inspired scent

June 8, 2023



Created in partnership with Vox Profumi, "Magnetic Amber" aims to bottle up an excursion to South America with an exotic, woody aroma. Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

British automaker **Bentley** is furthering its business in the luxury lifestyle sector.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand's fragrance division is releasing a new Panama-inspired scent as part of an existing "Beyond The Collection" range. Featuring design elements such as packaging inspired by the company's heritage, Bentley introduces its latest launch in partnership with Parisian perfumery Vox Profumi.

"Whenever I work on a project for Bentley, the words that immediately come to my mind are: luxury, refinement, elegance, and use of the finest raw materials," said Karine Dubreuil-Sereni, master perfumer and founder of **Vox Profumi**, in a statement.

Southern comforts

"Magnetic Amber" aims to bottle up an excursion to South America with an exotic, woody aroma. The scent is gender-inclusive, giving all potential customers an equal chance at experiencing the distinct fragrance.

With ingredients sourced from around the world, including bergamot from Italy, rosemary from Morocco and smoky vanilla from Madagascar, Ms. Dubreuil-Sereni formulated a white amber liquid with notes of almond, tobacco and olibanum.

She credits ambroxan, a raw material yielded as a byproduct of harvesting clary sage, with driving the fragrance's magnetic nature.

A journey to Panama with Magnetic Amber. Introducing a stunning new addition to **#Bentley BEYOND The Collection**: a warm fragrance for anyone with a taste for exclusive scents.

Discover more: <https://t.co/Jbzo9ohmZG> pic.twitter.com/qmAYBca1Hu

Bentley Motors (@BentleyMotors) **June 7, 2023**

Of the lumber-hued aroma, Bentley and Vox Profumi's key element is cedar harvested from the state of Virginia, which produces a dry, rich and potent olfactory essence. Tying into the overall theme of natural materials, wood is also included on the cut-crystal bottle's cap, positioned alongside the winged emblem of the automaker etched below.

The fragrance is available for purchase now at shop.bentleymotors.com for \$205. The perfume only ships to customers in the U.K.

The motor company recently brought in a new director of design, one whose vision could help spearhead future projects of this sort ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.