

Ford
MUSTANG
FRAGRANCE

MUSTANG CLASSIC



MUSTANG CLASSIC FRAGRANCE



REF. 200 MUSTANG CLASSIC 100ml EDT Spray



REF. 201 MUSTANG CLASSIC 50ml EDT Spray

MUSTANG CLASSIC



REF. 240 - GIFT-SET 100ml EDT Spray, 100ml After Shave Balm,
100ml Shower Gel



REF. 250 MUSTAND CLASSIC Shower Gel 400ml

MUSTANG CLASSIC



Fragrance Notes

Bergamot, Grapefruit,
Black Peppercorn

Cardamom, Basil, Violet

Sequoia Wood, Sandalwood, Musk

MUSTANG SPORT



MUSTANG SPORT FRAGRANCES



REF. 204 MUSTANG SPORT 100ml EDT Spray



REF. 205 MUSTANG SPORT 50ml EDT Spray

MUSTANG SPORT



REF. 241 MUSTANG SPORT GIFT-SET 100ml EDT Spray, 100ml After Shave Balm, 100ml Shower Gel



REF. 251 MUSTANG SPORT Shower Gel 400ml

MUSTANG SPORT FRAGRANCES



Fragrance Notes

Bergamot, Clove Bud,
Pepper

Coriander, Clary Sage, Lavender

Cedar Wood, Vetiver, Amber

MUSTANG PERFORMANCE



Ford
MUSTANG
PERFORMANCE

MUSTANG PERFORMANCE FRAGRANCE



REF. 208 MUSTANG PERFORMANCE 100ml EDT Spray

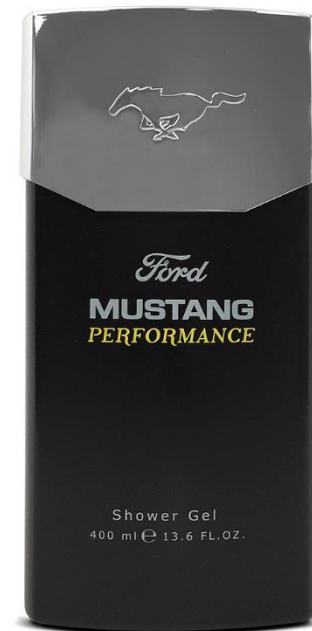


REF. 209 MUSTANG PERFORMANCE 50ml EDT Spray

MUSTANG PERFORMANCE



REF. 255 MUSTANG PERFORMANCE SET – 100ml EDT Spray, 100ml Shower Gel, 100ml After Shave Balm



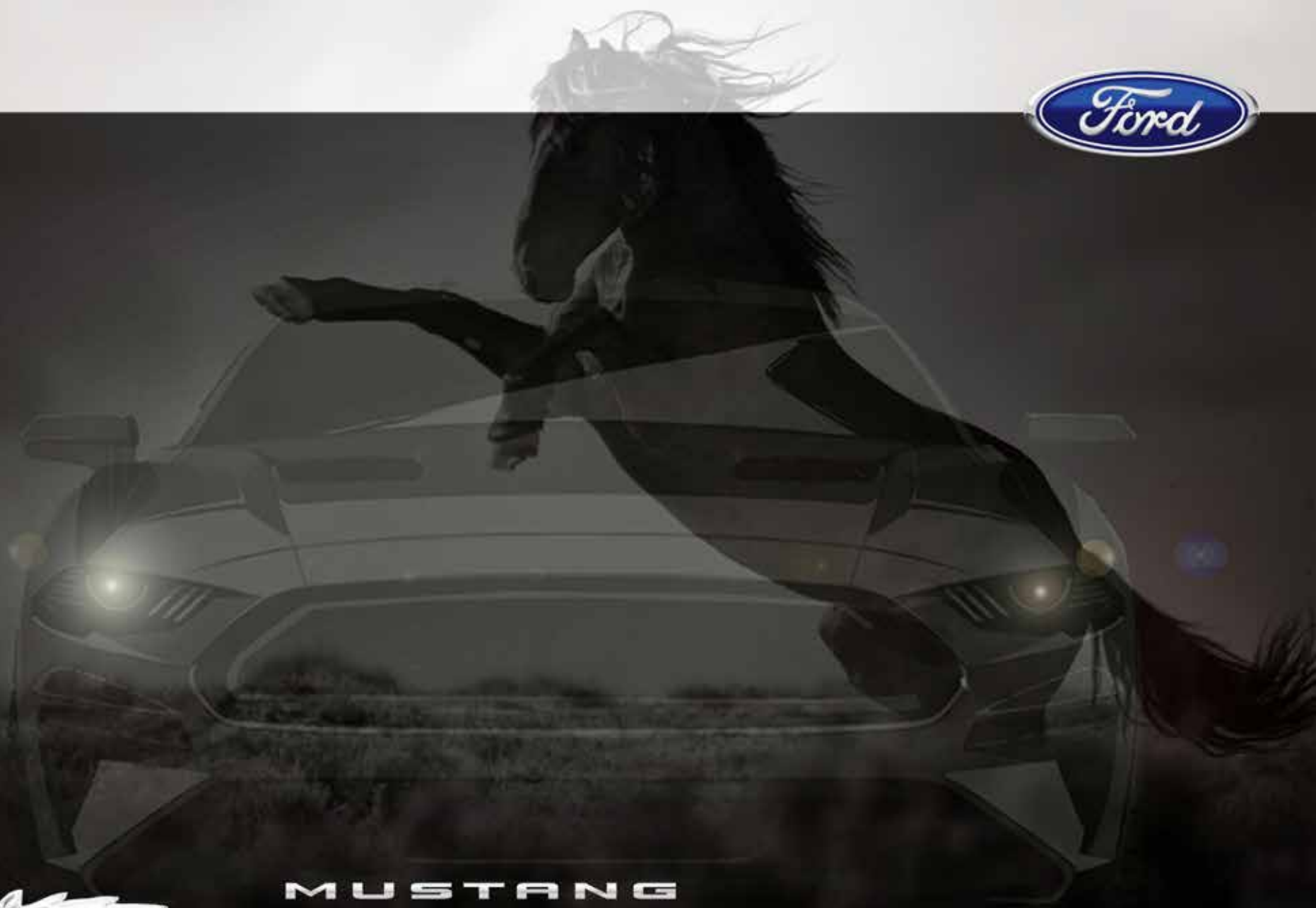
REF. 252 MUSTANG PERFORMANCE Shower Gel 400ml

MUSTANG PERFORMANCE FRAGRANCE



Fragrance Notes





MUSTANG





HERITAGE



THE STORY

Iconic on the track and off, on screen and in the streets.



The quintessential American Muscle Car, Ford Mustang. The two-seat, mid-engine sports car, was officially unveiled by Henry Ford II at the World's Fair in Flushing Meadows, New York, on April 17, 1964. That same day, the new car also debuted in Ford showrooms across America and almost 22,000 Mustangs were immediately snapped up by buyers. Mustang was the auto maker's most successful launch since the Model A. Named for a World War II fighter plane, the Mustang was the first of a type of vehicle that came to be known as a "pony car."

bold. unique. fearless.



PERFORMANCE



THE POWER

In the 1968 classic “Bullitt,” Steve McQueen gave every future James Bond and Jason Bourne a driving lesson. The movie’s other star was the 1968 Ford Mustang GT Fastback. Together, car and driver were the epitome of old-school cool. It was Hollywood’s first major car chase shot not on a studio lot, but in real- time, at real speeds.

Racing driver and tuner, Carroll Shelby, further enhanced this by modified Mustangs. Shelby is best known for his involvement with the AC Cobra and Mustang (later known as Shelby Mustangs), during the late 1960s and early 2000s. This cemented the Mustang in American culture as an iconic performance machine.

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DESIGN



EVOLUTION

The Ford Motor Company refers to the classic Mustang as “design in motion.” Since it’s inception, the Ford Mustang has been the iconic American muscle car, crafted with power and innovative styling featuring many design cues that have maintained their signature essence. Although evolved over the years, these distinct elements remain uniquely Mustang. The open mouth honeycomb grill, the tri-bar tail lights, the world renown pony logo – all of these elements provide recognizable connection to the Mustang. The white 1964 ½ Mustang was popularized on the big screen in the James Bond movie Goldfinger and has been a epitome of style and performance ever since.

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INTRODUCING
THE NEW FRAGRANCE

M U S T A N G



THE APPROACH

In order to ensure an authentic connect to the Ford Mustang, we incorporated signature design cues in regard to shape, color, texture and motion. The glossy, red saturation of the bottle glass hearkens to the Mustangs most popular color, and entices the consumer. The overall silhouette of the bottle emulates the curves and symmetry of the front grill. As with the grill, the cap features the honeycomb execution which is associated with power and performance whilst at the same time is the exterior facing for the engine, and in the case of the package design, is the facing for the pump and actuator...the engine of the bottle. Tactile elements, further enhance the package, resulting in a presentation that is modern, sleek, masculine, approachable and recognizably Mustang.

The Showroom

Executed in a combination of clear acetate and black paper board, this unique carton presents the bottle as the main focal point. A showcase for the bottle. The effect is much in the same way as a car is presented in the showroom... creating emotional connection by attracting the consumer and allowing the appreciation of it's design.

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3.4oz/100mL Eau de Toilette Spray/Vaporisateur 15X123400 849017005130



3 Piece Gift Set

3.4oz/100mL Eau de Toilette Spray/Vaporisateur • 3.4oz/100mL Hair & Body Wash • 3.4oz/100mL After Shave Balm

15X123419 849017005529

THE SCENT



bold. unique. fearless.

AROMATIC WOODY

TOP

Grapefruit,
Tarragon,
Lemon Zest

MID

Mint,
Galbanum,
Lavender

DRY

Sandalwood,
Patchouli,
Musks

