



BVLGARI

AQVA
POUR HOMME
ATLANTIQUE

AQVA POUR HOMME ATLANTIQUE

The Inspiration

The AQVA collection's story begins in the blue waters of the Mediterranean, as they flow eternal into the wide, deep abyss of the Atlantic. From the Italian shores of the sea, the water's natural currents have acted as a guide to new adventures, conquests, frontiers, and depths – guiding Bulgari toward its new AQVA inspiration.

Strong, gaze toward on the horizon

The **Atlantic Ocean** was first named by the ancients, after Atlas the Titan, Greek god of endurance. It is said Zeus had condemned Atlas to forever hold up the sky – as the vast horizon does to this day. Filled with this same strength, the modern Bulgari man feels the crashing of the waves as he breathes in the sea air, finding rejuvenation. Looking across the ocean's horizon, he stares into its fascinating infinity, and sees his soul stretching to the end of the Earth's possibilities. The ocean has forever symbolised a doorway to new adventures: across the sea lay entirely new worlds, entirely unexplored.

Energized by the force of the sea

The water of Bulgari is in incessant motion, it becomes a wave, an unda, a tide, a current. Its powerful, unceasing ebb and flow are the rise and fall of the ocean, and a metaphor for life. Fabulous yet fleeting, waves crash in a sumptuous spectacle, in perpetual renewal. The energy of these waves become the man's great playground, his place of exploits and conquests. To become one within them, he must humbly listen to his capacities, adapt to his surroundings, and enhance every facet of his personality.

Masterfully commanding the environment

Mastering the water, the AQVA man finds himself at the heart of the wave, where the ocean deploys its power: he is in perfect harmony with the elements. At one with the Atlantic, this subtle game of balance and movement is played with the maritime power. Seizing his body, the ocean magnifies his strength, and he artfully slips through its waves. Within the water's great expanses, the man does not challenge the Atlantic, but rather, he measures himself against it. Overcoming his own limits, he must recognise them first; the ocean is his mirror, revealing his consciousness and self-perception. As he allows himself to be carried by the ocean's movement and energy flow, he is rendered into a hero of this element – a haster of water.

Balanced with harmony

In returning to the very source, the AQVA man maintains the harmony of life, and the respect for our Earth mother. The ever-changing environment that drives man to adapt to the world around him originates with the movement of the ocean. In confronting the power of the sea, man achieves balance, asserting the organic relationship between himself and water.

THE FRAGRANCE

In its profound aquatic powers, AQVA POUR HOMME ATLANTIQUE captures the essence of water at fragrant depths. An aromatic Eau de Toilette, it finds inspiration in the awesome strength of the Atlantic.

AQVA POUR HOMME ATLANTIQUE renders the Power of the Ocean into an olfactory experience. Bulgari and Jacques Cavallier instil the spirit of **Ambergris** into its centre, celebrating the very heart of one of perfumery's most legendary ingredients. Rejuvenating, refreshing, and energizing, the fragrance reconnects its wearer to the very source of human life – water.

THE OLFACTORY STRUCTURE

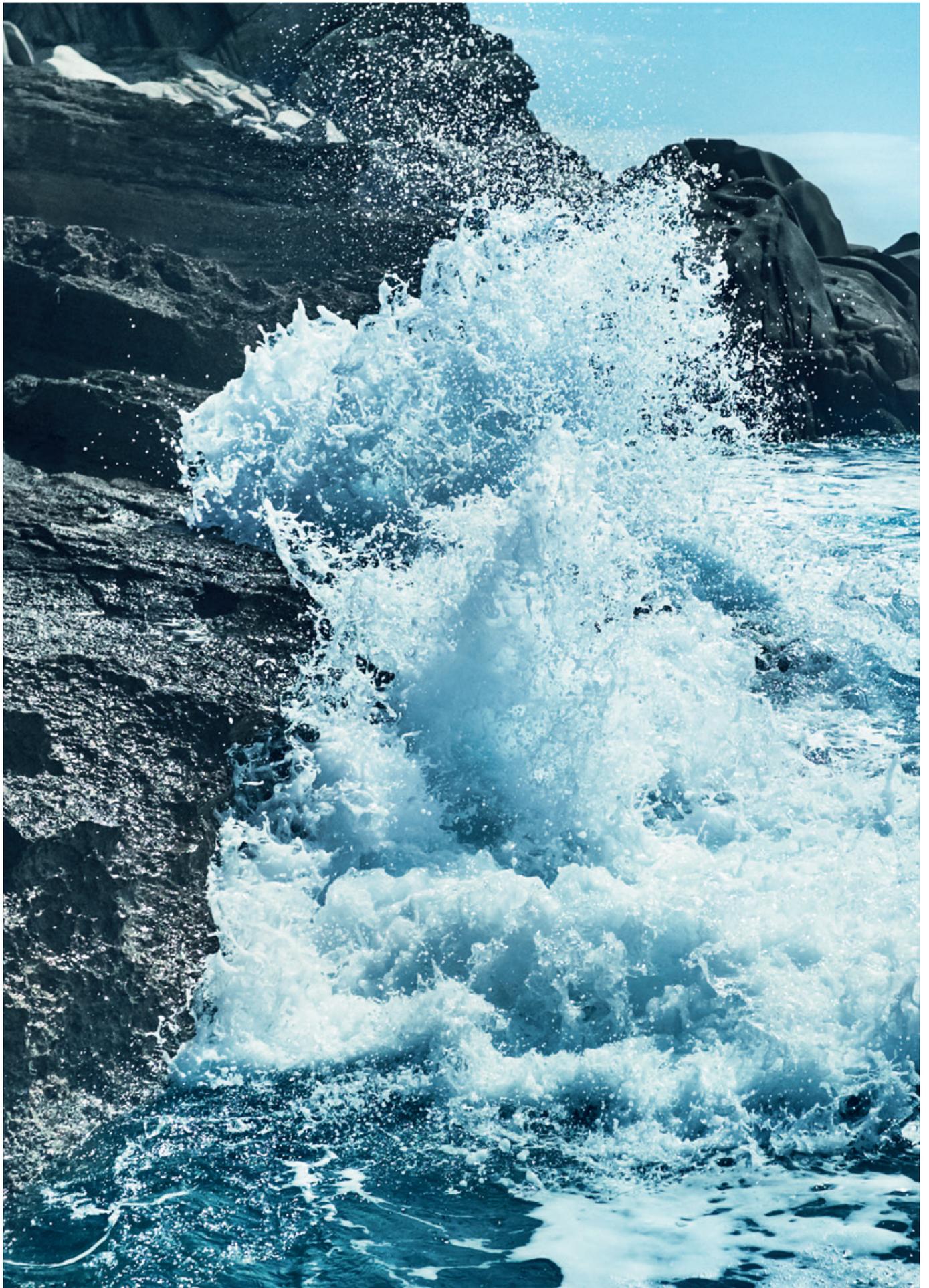
"I wished to create a fragrance with the personality and the strength of character of the ocean. I wanted to bottle its extraordinary energy, expressing with my fragrance words the sensation one has when standing on the ocean shore – observing the water's transformative, magnetic strength far beyond us. It seemed obvious to me that ambergris – one of the most mythical ingredients in perfumery – had to be at the centre of its construction. Ambergris originates at the profound depths of the Ocean. To enhance and refine its mysterious and fascinating power, I made a 'Sea Amber accord,' dense and textured. This offered a sensation of plenitude in harmony, while balancing the immensity and depth of the Atlantic. Sea Amber accord required a contrasting note of extraordinary freshness, to act as the energy of the ocean that balances the fragrance. And I think this was achieved: the freshness is now so incredibly pure and crystalline that it almost betrays the plenitude and tumult of the ocean. In this way, two oceanic worlds have collided, and come together as one, creating the powerful, distinctive signature of AQVA POUR HOMME ATLANTIQUE."

Jacques Cavallier, Master Perfumer

To create the distinctive signature of AQVA POUR HOMME ATLANTIQUE, the Master Perfumer combined two accords to oppose and magnify each other, balancing its architecture with dual fragrances.

Perpetuating the olfactory legend of Ambergris (while preserving its rarity), Jacques Cavallier created an exclusive "**Sea Amber** accord" that is the centrepiece of the fragrance. This unique accord fully transcribes the breadth, richness and complexity of Ambergris, and it gives the fragrance its addictive nature. It echoes as the call of the sea, with a velvety, extra-sensual trail.

The Sea Amber accord stands as the rich centrepiece, while the rest of the fragrance layers with fresh, oceanic complexity. A Hesperides-inspired alliance blends with fruity, watery freshness, as it recalls nostalgic notes of sea spray. Melded together, the accord explodes with a powerful, tenacious energy and crisp accents, rendering the fragrance as refreshing as it is addictive.



SEA AMBER ACCORD

memory of Ambergis

"The spirit of ambergis gives the fragrance its signature and character, while its wood notes anchor a firmly masculine dimension from deep within. Wood has always been an interesting and irrefutable embodiment of masculinity. With its strength, it is the driving force behind the other notes. It is the ocean current and its movement, and a power that comes from the depths."

Jacques Cavallier, Master Perfumer

To preserve the rarity of this natural ingredient, Jacques Cavallier has created a subtle harmony that expresses the complexity of Ambergis and its concentrated memory of the Ocean. Sea Amber accord evokes the mineral nature of Ambergis, and the mystery and fascination of the Atlantic. Ambrox®, Cachalox®, Vetiver, Sandalwood, and benzoin together express ambery, woody, balmy tones, capturing the animal warmth, amplitude and roundness of Ambergis. The textured facets of Sea Amber evoke a woody, waxy scent that is weathered by time, reflecting the natural personality of Ambergis. These rich, complex, multifaceted ingredients give AQVA POUR HOMME ATLANTIQUE its unique, assertive identity. Meanwhile, its dense, powerful notes portray an intense, persevering character. Like leather tanned by the sea until it attains softness, subtle marine nuances take on their rawest dimension, as their sensuality intensifies on the skin.

Bulgari's Sea Amber is inspired by the tempestuous nature of the Ocean. It gives the fragrance an aristocratic silage and natural mineral quality. In heightening the original, noble qualities of man, the Sea Amber accord reveals its intrinsic identity. In plunging into the heart of this marine Power, it magnifies its natural masculinity.

Sea Amber Accord: the inspiration

Ambergis – A rare and mystical ingredient

A precious and fascinating raw material born of the Ocean's depths and exalted by the Power of the Ocean's waves, Ambergis carries within it the memory of the oceans. It is a legendary note, born far out in the open sea, deep down within the fresh blue waters.

In the turbulent waves of the Ocean, water, salt, air and sun shape the olfactory personality of Ambergis. Over decades and even centuries, Ambergis floats on Ocean waves, purifying, refining, and ageing. Tossed by waves and currents, warmed by the solar star, its colour and delicate, subtle scent are sculpted by this process. After tens or even hundreds of years, the Ocean delivers its coveted treasure, the Ambergis washing up to the shore like the foam of the sea. Noble elements give Ambergis its unique sea salty tones, its animal and tobacco nature. These notes are warm and sensual, sweet and slightly aphrodisiacal. Since ancient times, numerous legends have sprung up about this mythical, fascinating ingredient. In Arabian Nights, Sinbad the sailor discovers an island where Ambergis is sprayed from an underwater fountain before flowing into the sea. The Chinese called amber lung sien hian – "scent of the dragon's saliva" – referring to

the dragons sleeping on rocks. The Venetian Marco Polo was the first to make the link between amber and cetaceans within a fanciful story. Amber's innumerable qualities have been venerated throughout time and across continents. From Antiquity to the Middle Ages, it was prized for its therapeutic properties, said to be purifying, invigorating and aphrodisiacal. In the 18th century, libertines flavoured their chocolates with amber. Louis XV perfumed his favourite foods with amber, and Queen Elizabeth I her gloves.

Sea Amber Accord: the ingredients

Ambrox® and Cachalox® – the soul of sea amber

The result of several decades of Nobel prize-winning research bore two extraordinary molecules to definitively embody synthesized ambergris. Naturally these particles are dear to Jacques Cavallier, and from them he was able to create an aquatic, amber energy, and a strong, assertive ingredient. The extraordinary tenacity of these two molecules gives the fragrance an intense trail, much like the one left by ambergris' journey through the ocean's waves. These two ingredients are the very backbone of the sea amber accord. Able to transport us to the heart of ambergris, they evoke the sea spray that arises from the rhythm of the waves.

Ambrox®. This molecule confers longevity on the fragrance, as well as on all the mystery and sensuality of ambergris. A powerful, dense amber note, its complexity evokes the dry woody facets of ambergris, violet and tobacco, and awakens vetiver, sandalwood and benzoin in the silage.

Cachalox®. This molecule has curious similarities to natural ambergris while it simultaneously reveals powerful, elegant amber notes, soft woody accents, and mineral facets. *"Ambrox® has become a fragrance in itself, and more than a just a perfumery fixative. As a woody, ambery, extremely powerful and dense note, it is an amazing substance – able to attract and merge with other materials. To me, it is the most sensual ingredient, one framed by a very assertive masculinity."*

Textured wood and balms – the natural personality of ambergris

Benzoin resin, vetiver roots, spirit of sandalwood and patchouli leaves – AQVA POUR HOMME ATLANTIQUE subtly blends the many nuanced facets of wood and resins to capture the different personalities of ambergris, and of the AQVA POUR HOMME ATLANTIQUE man. Wood notes illustrate and intensify the masculinity of the fragrance. Natural Vetiver of Haiti, embodying the land along the ocean, has a resinous essence. Like the roots from which it is extracted, it anchors the fragrance with deep notes. It has a vibrant and sophisticated woodiness with masculine accents that exude a warm and smoky character. The creamy warmth of Sandalwood accord gives the fragrance a signature round, contoured finish. Tears of benzoin symbolise the amber of the earth, and deploy the sweet, bewitching notes that are so reminiscent of ambergris. From these wood notes emanates a force that pushes, drives and fuels all the other ingredients. *"Vetiver confers sophistication," explains Jacques Cavallier, "While Sandalwood tempers the ardour of the other wood notes with its roundness. Benzoin softens and contrasts it all with the dry wood notes, reinforcing the notion of amber, and representing the silky softness of sand against bare feet."*

Like the ocean's current, a force rises from the depths of the Earth. Through this movement of the deep, the fragrance's textured woods give it a sophisticated nature – curved and smooth.

OCEAN ENERGY ACCORD

vital water in motion

"The fusion of extremely potent, aqueous notes accentuates the natural qualities of the fruit, as they are splashed with rejuvenation. This expresses an almost figurative and natural quality while adding a dynamic, watery energy."

Jacques Cavallier, Master Perfumer

Vital watery energy is infused with a blend of citrus and aquatic fruit, creating an energizing, refreshing coolness. Meanwhile, the water accord is faceted, as its fresh, crystalline purity bursts like an aquatic fruit. To add this potent oceanic note to vegetal freshness, the Master Perfumer empowered molecules that are naturally present in aquatic fruits. Jacques Cavallier composed an intense aqueous tonality to boost the natural, refreshing character of fruit while ringing a dimension that recalls moving, vital water, to create unique marine freshness. With its masculine, fragrantly satiating notes, the **Ocean Energy** accord finishes both aquatic and sensual.

The Ocean Energy Accord: the ingredients

Italian bergamot and Sicilian lemon: an explosion of freshness

Lightly citrus top notes imbue the fragrance with a resolutely refreshing quality. The sparkling notes of its highly structured freshness evoke the rejuvenating character of AQVA POUR HOMME ATLANTIQUE, of natural Italian bergamot and Sicilian lemon. Green and zesty, Bergamot Reggio essential oil effusively declares its tempestuous complexity to the blend. Also known as "Fine Fleur des Hespéridés", this unique element, gives the fragrance various floral, orange and pepper facets. Meanwhile fresh, radiant and soaring lemon acts as a timeless classic, creating a bright, tangy fragrance with luminous top notes. An addictive effervescence remains and serves to fuse man with water, while an exhilarating freshness exalts in a powerful ocean accord that immerses the body, and refreshes the mind. *"This fragrance is a jolting burst of exorbitant freshness, structured and overflowing with fruit – like an ice-cold lemon granita with explosive bergamot,"* dotes the Master Perfumer. *"Its hint of effervescence induces an addictive quality, and invokes the fusion of man and the most primal of elements – water. It is able to capture all that energy."*

Vital water

The Master Perfumer has composed a strong, direct and aquatic tonality – featuring a resolutely masculine aquatic fruit with a tonic character. Symbolizing the idea of ripe fruit simply bursting with water, it makes the fragrance addictive, like an impulse, or an ocean wave. Citing the uninhibited, euphoric power of the ocean, this nuance refines and rounds out the fragrance, stripping it of any superfluity. AQVA POUR HOMME ATLANTIQUE recalls the deepest blue water, rising from the depths, and filled with sparkling oceanic notes. It is a wave of freshness that transcribes the inexhaustible energy of the ocean. Imbued with this power of the waves, it bears witness to the Atlantic's elusive, energizing force. Revealing the masculine tonicity of a sculpted body, it perfectly captures the sensation of a natural addiction, like one which unites man to water.

To create aquatic, sea breeze facets of fruity freshness – with a note of pure nature – Jacques Cavallier created a multifaceted, complex accord he inventively used the biotechnological synthesis of molecules that are naturally present in aquatic fruits, those associated with Calone® and Cascalone®, to intensify the sensation of a vital fresh sea spray. This explosive accord expresses the ocean's powerful and tenacious energy, and a refreshing crispness that is entirely addictive.



THE AQVA POUR HOMME ATLANTIQUE CAMPAIGN

Featuring a **Hero** of strength and endurance, the AQVA POUR HOMME ATLANTIQUE man stands amidst the crashing waves of the advertising campaign. A man of stamina and virility, he challenges the ocean's horizon, staring into its infinity. His arms begin to break the water and the rejuvenation is instantaneous. Matching the intensity of the currents with the intensity of his stare, he is submerged in their blue, finding the confidence of his true self within their depths – as reflected in the sleek blue flacon of BVLGARI AQVA ATLANTIQUE.

Mastering the water with practiced strokes, the AQVA POUR HOMME ATLANTIQUE man dives into the waves, and matches their intensity. Cresting with sea foam, splashing with raw Power, the waves symbolise his mercurial spirit, his depth of soul. In artistic images, as rampant with natural detail as a landscape portrait, the AQVA POUR HOMME ATLANTIQUE man is himself a part of the elements, at one with the ocean. And yet, he is but one detail in the print, a shimmering wave in the sea, at the mercy of – yet thriving within – the mighty ocean. The ocean and the man have become one.

Beautifully pictured by Paris-based photographer Michel Sedan, the AQVA POUR HOMME ATLANTIQUE man captures the aquatic version of ideal Roman beauty. Strongly depicted by the model Justin Joslin - this AQVA MAN displays a powerful athleticism and unwavering stare, matching the mighty strength of the Atlantic. Splashed with the adrenaline inherent in taming the sea, cresting with the bravery that comes with the deepest ocean dive, he brings a tide of masculine beauty to the BVLGARI AQVA ATLANTIQUE campaign.

The BVLGARI AQVA POUR HOMME ATLANTIQUE campaign will launch in February 2017.

THE DESIGN

Bottled in a deep blue flacon that mirrors the soul, the AQVA POUR HOMME ATLANTIQUE man sees his true self within its blue steel gaze – and goes beyond. Discovering his very core, he is challenged by the ocean, by the intensity of its currents, by the raw nature of its fresh scent. Intensified by natural ingredients, the AQVA POUR HOMME ATLANTIQUE ocean is captured within the sculpted flacon, recalling a round and perfect stone. Of glass and metal, it instantly evokes the seashore in its smoothed, pure perfection. Its transparent, powerful design suggests the deep blue depth of the ocean and the constant motion of its waves. Dark in colour, it is intense and invigorating, embodying the infinity of the big blue sea. Water reconnects man to his own origins and the origins of life, as this marine stone shines with a sculpted silhouette, polished contours, and an assertive character, magnetised by the current's pull.



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