

rag & bone  
NEW YORK

**rag & bone Launches Eight Fine Fragrances**

**July 2016** – rag & bone announces its first journey into the olfactive world with a collection of eight fine eau de parfums.

Crafted by leading perfumers from around the world in partnership with the brand’s founder, Marcus Wainwright, the unisex fragrances were designed to embody the rag & bone experience. Rooted in classic ingredients the fragrances introduce curious twists on iconic scents, each possessing a refined personality. Over 18 months were spent perfecting the unique eau de parfums, ultimately developing a collection which pays homage to the diversity of the rag & bone man and woman.

“We approached fragrance in the same way we approach all new collections – we started with classic components and built them out with qualities that are quintessentially rag & bone. The collection celebrates the individual; we wanted each scent to create a unique connection with its wearer.” – Marcus Wainwright, rag & bone CEO

Available in Oud, Encens, Amber, Cypress, Bergamot, Neroli, Rose and Oddity, the collection is grounded in elemental ingredients that scale from effortless and light to dark and nuanced.

The modest yet tactile glass bottle, which was molded at Heinz Glas’ 400-year-old factory in Tettau, Germany, represents the expert craftsmanship of rag & bone in a modern parfum. The accompanying campaign imagery, which was shot by Marcus Wainwright on his Leica camera, visually embodies the spirit of each fragrance.

“It was important that we get everything just right. From the foundations, like tracking down the finest ingredients and essential oils, to the smallest details in molding the curve of the bottle, finding the perfect porcelain to engrave, and fine-tuning the way the cap snaps shut with a magnetized closure.” – Marcus Wainwright, rag & bone CEO

rag & bone fine fragrances are formulated using the highest quality ingredients and blended in small batches in the United States.

The eight unisex scents will be sold in individual 50 ml bottles for \$140 (£95) each exclusively at rag & bone stores and rag-bone.com beginning this October.