

## **PAUL SMITH OPTIMISTIC**

**Graphism** : Bottle & pack Paul Smith is famous worldwide for his multicoloured stripes and his British “twist”. The initial concept for the new franchise of Paul Smith Fragrances was therefore to restart from the stripes in an unexpected and twisted way.

The design studio of Alan Aboud, working directly with Paul himself created a new colourful and lively pattern of stripes. These dancing stripes wrap around both the packaging and the bottles. This allows to have a wide continuous visibility in store when packs are set side by side.

### **THE NEW FRAGRANCES FOR MEN AND WOMEN**

The feminine version has pink stripes and a round sensual bottle filled with a light pink fragrance. The masculine version has blue stripes and a rounded square bottle filled with a manly blue fragrance.

The bottles are decorated with a metallic ring, shiny silver for Women and shiny gun metal for Men, engraved with the « OPTIMISTIC » logo. This brings a feeling of quality and sophistication dear to the brand.

The olfactory signatire of a Young couple Paul Smith OPTIMISTIC are new fragrances from Paul Smith to younger generations. But what are the olfactory personalities of young adults today ? What do they like ?

### **PAUL SMITH OPTIMISTIC for Her**

Perfumer’s inspiration :

She is driven by the desire of having fun, of creating a radiant simplicity & elegance transcribed through 3 key elements :

1/ Pink Shades

2/ Optimism

3/ British Fun Elegance

Pink shades – A fragrance inspired by PINK shades illustrated by fusing pink berries, pink grapefruit peps, juicy litchi and sweet pea elegance.

Optimism : A touch of OPTIMISM, wink to the colorful wavy stripes craziness is added with a pop mandarin freshness twisted with an ultra-vitamin cranberry and a soft regressive raspberry “macaroon” accord.

British funny élégance - Then, the BRITISH FUN ELEGANCE invites itself, urban and sophisticated with a patchouli and orris touch.

Range :

100 ml – 69 euros

50ml : 49 euros

30 ml – 35 euros

## **PAUL SMITH OPTIMISTIC for Him**

Perfumer's inspiration : She is driven by the desire of seducing, of creating a sparkling complicity and sensual bond between genders :

1/ Optimism

2/ Blue Splash

3/ Happy Sensuality

Optimism : The vigorous and joyful beginning of sparkling citrus becomes mystery in the exoticism of the pepper and the cardamom.

Blue Splash : Blue Splash : The virility of sage and geranium notes is associated with the marine freshness.

Happy sensuality : The bottom is warmly Woody with cedar vétiver and amber

Range :

100 ml – 62 euros

50ml : 44 euros

30 ml – 31 euros

Déodorant – 22 euros

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