

Interparfums Inc release latest Agent Provocateur fragrance 'Fatale'



The latest scent by Agent Provocateur has been launched in the UK by Interparfums Inc. Inspired by the 1940s Hollywood femme fatale, Fatale will roll-out across the brand's home territory before expanding over the next several months into travel retail and other international markets.

With a 'darkly delightful' campaign fronted by model and actress Monica Cruz, the new fragrance has been designed for the 'smart, chic, classy, provocative, fun and adventurous' woman who embodies the ultimate, modern femme fatale.

Described as 'voluptuous, sexy, addictive, floriental' it features bold and enticing top notes of spicy Madagascan Pink Pepper, succulent Mango and exotic Blackcurrant. The voluptuous floral heart seduces with uber-feminine, heavenly Gardenia, edged with elegant, woody, violet-scented Orris Absolute, and sweet, smoky touches of Indonesian Patchouli, while a base of sultry, sensual Skin Musk, creamy Vanilla Orchid, irresistible Chocolate Gourmand and leathery Spanish Labdanum deliver long-lasting power, depth and aphrodisiac qualities to complete the fragrance profile.

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Monica Cruz features in the advertising visuals for the new Fatale Agent Provocateur fragrance.

The company says of the new release, "Agent Provocateur has always understood the important marriage between scent and seduction. With a unique vision of femininity, the brand has created a successful fragrance portfolio that started more than a decade ago."

As model spokeswoman, Cruz adds, "I am privileged that they have seen in me the quality that they wish to communicate with this new fragrance. I just hope I am up to the task and that I can continue to enjoy working with them, as I always have, right from the very first moment."

Presented in an angular, multi-sided, clear glass flacon with black metal collar and pump, Fatale is available as a 30ml, 50ml and 100ml Eau de Parfum from spring 2014.