



MANDARINA DUCK: TRAVEL IS THE DESTINATION.

Mandarina Duck is a lifestyle brand that accompanies travellers around the world. Its dynamic and innovative collections offer creative and original solutions boasting contemporary style and cosmopolitan design.

Its creations are eminently functional thanks to an unbeatable combination of elegant design, unconventional materials, original use of colour and meticulous attention to detail. The emotions channelled in each accessory are not merely aesthetic, but rather express an interest in the search for functional and smart solutions. A constant eye on lifestyles led the company to anticipate or harness emerging trends: high tech and post-modern are the guidelines for its new products.

Since its very first collection, colour has been a key element for Mandarina Duck. Its distinctive logo — the mandarin duck — is a migratory bird of multicoloured feathers that always travels with the same partner. A faithful travelling companion.

Like the brand's icon, Mandarina Duck products are designed to accompany travellers in their unquenchable quest to explore the world. The functionality, daily elegance and quality of the brand's products make them the best travel companions.

The luggage and accessory range is always ahead of the curve and meet the expectations of a cosmopolitan, young and dynamic market, which could be identified as modern globetrotters. These are travellers who develop emotional ties with their belongings, of which they require functionality, beauty and style.

For business travellers, Mandarina Duck offers the best features for carrying professional tools.

For those who travel for love, luggage that can carry any type of emotion.

For those who travel for pleasure, objects that will help satisfy their curiosity.

We unveil a fragrance for people who have fun travelling. Curious people, who travel for the pleasure of discovery.

MANDARINA DUCK LET'S TRAVEL TO NEW YORK.





THE ADVENTURE OF TRAVEL

To discover a world of wonder, let's travel! Because travel is not a destination. Travel is THE destination.

The new MANDARINA DUCK LET'S TRAVEL TO NEW YORK fragrance is inspired by colour and travel.

Colour is joy, brimming with positive connotations. It is bright and vibrant. It is diverse, bringing variety and freeing us from boredom. Colour brings fun to life.

Travel is an opportunity to discover new horizons. It's the only thing that makes you richer when you buy it. Travelling is a fascinating experience. Travelling makes life a huge adventure.

This fragrance inaugurates a travel series in two versions, for men and for women.

If the world offers so many possibilities, let's choose a destination!

MANDARINA DUCK LET'S TRAVEL TO: NEW YORK.

New York is the city that never sleeps. A fantastic city! Alive with incredible energy. It is modern, cosmopolitan, diverse. Spectacular. It is one of the most attractive cities in the world. It has a great personality. It is unique.

New York and its cosmopolitan charm. The destination of curious travellers who trust their trips to Mandarin Duck.

LET'S TRAVEL TO NEW YORK!





DESIGN AND COLOUR

MANDARINA DUCK LET'S TRAVEL TO NEW YORK is the first step in a travel destination collection. The colour works as a destination code that identifies each fragrance.

The bottle

The masculine and feminine versions feature the same bottle and cap design but different colours.

It is an oval-shaped glass bottle, topped by a circular cap in chromed metal featuring the mandarin duck icon.

The bottle is stamped with the brand logo and the name of the fragrance. A passport stamp featuring the Statue of Liberty identifies the destination.

In MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR WOMAN, the liquid is soft green, contrasting with the intense pink base of the cap and stamp.

IN MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR MAN, the liquid is sky blue and the base of the cap and graphics are orange.

The result is a cosmopolitan, dynamic and fresh design evocative of New York City.

The bright and glowing colours perfectly convey the city's character.





THE PACKAGING

The metal-finish box portrays the famous NYC skyline—the majestic Empire State Building towering against the sky. The central part of the packaging features a postage stamp portraying the Statue of Liberty and the name of the fragrance. The Empire State and the Statue of Liberty are, of course, two icons of this modern and avant-garde metropolis. The colour identifies the fragrances, as in the bottle. A metallic finish adds a sophisticated touch of quality to the new packaging.

The feminine version features silver and fuchsia letters against a metallic green backdrop, and the masculine fragrance features silver and orange letters against metallic blue.



MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR WOMAN



MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR MAN





THE FRAGRANCES

LET'S TRAVEL TO NEW YORK FOR WOMAN

It is a floral fruity composition created by perfumer Jean Pierre Mari.

Like New York City itself, it is surprising in its freshness.

The fragrance welcomes us with a fresh citrus chord based on Italian lemon and bergamot, closing with green apple.

The fragrance's middle notes reveal the floral intensity of iris and fresh jasmine, a refreshing touch of bamboo and the sweetness of nectarine.

The bottom notes embrace us with the sensuality of musk and the oriental notes of cedar and sandalwood.

LET'S TRAVEL TO NEW YORK FOR MAN

This scent belongs to the oriental *fougère* family. It is the work of Jacques Huclier.

Its personality is intense, like the city it represents.

The top notes are cheerful, sparkling with citrus touches of bergamot, fresh lavender and carrot seeds. The middle notes evoke an avant-garde floral chord: freesia and iris root. Base notes are infused with the warmth of cedar and sandalwood and coumarin, which smells like freshly-cut hay.

MANDARINA DUCK LET'S TRAVEL TO NEW YORK. The first destination on a trip to explore the ends of the world.

The first stage in a collection of destinations.





THE VISUAL: EMILIANO PONZI ILLUSTRATION

The MANDARINA DUCK LET'S TRAVEL TO NEW YORK visual features an exclusive and original illustration created by Emiliano Ponzi specifically for this launch.

The high-impact and bold-tone artwork depicts a couple—a man and a woman representing the two versions of the fragrance—, inside an iconic yellow cab while they tour New York City.

The cab's windows reflect the amazing New York skyline and the background is lit up with Times Square billboards, dazzling lights and neon signs decorating the skyscrapers' silhouettes.

This cosmopolitan, travelling couple will also be featured in the upcoming MANDARINA DUCK LET'S TRAVEL around-the-world series that begins with the launch of this perfume dedicated to New York City.

The artwork was created by Emiliano Ponzi—a high-profile international illustrator. His style involves the use of striking colours, well-defined lines and graphic compositions. He uses conceptual metaphors to define and communicate ideas and emotions.

From his art studio in Milan, Ponzi works with international publications such as *The New York Times*, *Le Monde*, *The New Yorker*, *Newsweek*, *La Repubblica* and *Esquire*. His illustrations have appeared in prestigious books from publishers including Penguin Books and Mondadori and he also designs campaigns for renowned brands such as Armani, Bulgari, Louis Vuitton, Lavazza and Ferrari, to name just a few.





His distinctive approach and the impact of his illustrations have earned him many awards, including the Young Guns Award and the coveted Gold Cube awarded by the Art Directors Club in New York. He has won many medals (gold and silver) from the New York Society of Illustrators and recognition from the Los Angeles Society of Illustrators, to name the most significant.

His first book of illustrations, *The Journey of the Penguin*, was published in 2015 to celebrate 80 years of Penguin Books. His second, *The Great New York Subway Map*, is being released in May 2017 by the MoMA.

Ponzi is considered one of the best illustrators of his generation.

With this illustrated concept, Mandarin Duck re-commits to colour, innovation and leading-edge art—values which are part of the brand's DNA.





Let's travel to
NEW YORK





THE RANGE

The fragrance comes in a single 100 ml format for both versions:

MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR WOMAN eau de toilette 100 ML.

MANDARINA DUCK LET'S TRAVEL TO NEW YORK FOR MAN eau de toilette 100 ML.

