

TRUSSARDI

RIFLESSO

THE PROJECT THE SCENT OF NEW LIFE

It is a glimpse of the ego, self-reflection, and an introspective recollection of a memory. Trussardi Riflesso, the new men's fragrance by Trussardi Parfums, is a conscious exploration of uncharted territories studying the sense of modernity by analyzing the possibilities of tradition. The fragrance represents a path for discovering the contemporary world through the tools provided by the heritage of the brand.

Designed for a man who never rests on his laurels and transforms movement and speed into positive energy and an optimistic attitude, Trussardi Riflesso is the expression of the action that rewards the results achieved by a pro-active man, the goal that determines the existential urge to steer his life in the direction he chooses.

Trussardi Riflesso captures the soul of a man whose scale of values is built with the words and sentiments of modernity, tradition, family, work, quality, and a sophisticated sense of life that gives him that natural attitude and effortless elegance.

With its woody and oriental notes and with Bergamot, Pink Grapefruit and Green Apple, Trussardi Riflesso tells the story of the life of a man who considers sport a lifestyle. It is not a competition, but an expression of self-confidence arriving from a necessary coexistence with natural elegance expressed by notes of Geranium, Violet Leaves and Lavender, before it assumes an awareness deriving from tradition with olfactive hints of Italian Leather, Vetiver and Tonka Bean.

THE FRAGRANCE

Created by Véronique Nyberg, a nose internationally known for her creative approach that balances intense emotions with a deeply scientific approach, Trussardi Riflesso is the result of an encounter between contrasting elements.

The woody oriental olfactive family of Trussardi Riflesso describes a masculine world that blends the active elements of sport with the sophisticated elements of natural elegance.

This new philosophy transforming sports from a competition into a lifestyle is expressed in the head notes of Bergamot, Pink Grapefruit and Green Apple that create a citrusy Italian cocktail with vibrant, rapid, energetic notes in a concentrate of pure freshness.

The notes of a new floral and aromatic heart deriving from Geranium, Violet Leaves and Lavender Flowers refer to the effortless elegance that is part of the natural culture of the masculine personality transferred to Trussardi Riflesso.

The base notes of Trussardi Riflesso represent and summarize feelings of tradition, roots and memories. These olfactive elements deriving from Italian Leather, Vetiver, and Tonka Bean form a warm, textured essence that is comfortable and gratifying and suggests the charismatic and masculine sensuality of Italian culture.

HEAD NOTES

Bergamot, Pink Grapefruit, Green Apple

HEART NOTES

Geranium, Violet Leaves, Lavender Flowers

BASE NOTES

Italian Leather, Vetiver Essence, Tonka Bean

OLFACTORY FAMILY: Woody Oriental

NOSE: Véronique Nyberg

THE BOTTLE

Architect/designer Carlo Colombo, in collaboration with Gaia Trussardi, designed the luminous and transparent, sleek and elaborate bottle with an iconic silhouette preserving the fragrance within its ergonomic, masculine volume. Known for his award-winning and innovative style, Colombo designed a bottle and cap that express the tradition and innovation characterizing the fragrance. The ribbed surface of the glass bottle brings to mind a car radiator grille: a strong, masculine element that is attenuated by the tactile appeal of the luxurious zamak and Suryin cap reminiscent of a steering wheel. The result is an iconic object with a vintage yet modern look: a bottle that stimulates a visual memory, re-interprets its meanings and speeds towards an image of new classicism.

THE PACKAGING

The metallic, lustrous and tactile packaging of Trussardi Riflesso is the ideal container for the intrinsic message of the fragrance and the bottle. Due to its unique and original appearance, it stands out and attracts attention. For this reason, the inside of the box is not neutral, but features a diamond-shaped motif with the greyhound head at each corner: an expression of "logo mania" using the symbol of the Trussardi fashion house.



A CAMPAIGN THAT EXPRESSES NEW MASCULINE AWARENESS

The fragrance was designed for a new man with a successful personality and a talent for leadership. He is a man at the height of his aspirations, combining his professional and private life with all the aspects of modernity. His innate elegance comes from his discerning taste deriving from his culture that, in the past, led him to change the plans for his future mapped out by his family. He freely chose his present lifestyle, and his open-mindedness is also revealed by his athletic physique that is not an expression of sport as competition but an awareness of healthiness, a modern concept that derives from the Latin "*mens sana in corpore sano*". He is a man who loves challenges because they represent an opportunity for personal and professional growth, and he has the energy to face the unpredictable coincidences of time and the contradictions of the rapid pace of contemporary life. He possesses the courage of a rebellious spirit and he approaches life with energy and a positive attitude. Therefore, knowing that his next goal is at the end of his next challenge, he seeks the values that derive from the sentiments of his roots. His quest is made without nostalgia, and it brings him to review his past and reinterpret his memories that provide the reflection and strength to make him more aware of the present.

The Trussardi Riflesso man is André Hamann, a model and social influencer who interprets the advertising campaign based on a film and images by photographer/director Mark Segal that tell the story about the new world within Trussardi Riflesso: a fragrance that, like its name, is a glimpse of the ego, self-reflection, and an introspective recollections of a modern man.

THE FILM PLOT

In a bright office with glass walls situated on one of the top floors of a skyscraper soaring above the new downtown area of Milan, a young manager is feverishly working on strategies and multitasking with his many high-tech devices. He's handsome and well-groomed. His tattoos reveal a lifestyle that is in contrast with the traditional style of his upper-class family. He is confident and successful. There are plenty of incentives and opportunities for furthering his personal and professional growth. Unexpectedly, after yet another phone call arriving simultaneously with the umpteenth text message and e-mail, he feels apprehension, a need, and a sense that something is missing: he realizes that his success still lacks a piece of the puzzle, a memory, an origin, and a feeling. It is missing a reflection on his personal journey, on something that he has lost in his fast-paced life that now urges him to review the bases of his roots, retracing the steps of his rebellion, his youth and his maturity.

Instinctively he leaves his desk. He jumps on his motorcycle, a brand new MV Agusta Brutale 800, and rides through the hectic, bustling city streets, racing towards the open highway. His journey is not accidental: he has a plan, a direction and a destination. His perfect bike takes him far away towards the sea to Liguria with its hills and cliffs, a symbol of Italy's beautiful scenery, the land where he spent his summers in touch with nature. He arrives at his family's holiday villa. A flashback appears in his mind: a now deflated balloon reminds him of when he was a happy child, content to enjoy his naive, intense freedom. Memories emerge. He crosses the garden and goes directly to the garage, where he finds the vintage Austin Healey covered with a cloth, a classic car that his grandfather and father used to drive. Instinctively he feels the need to drive it but it won't start: the ignition doesn't work. He's not worried and knows he has the manual skills to fix it. He opens the hood, inspects the parts and repairs them. He turns the key and the engine roars to life. He has won another challenge, putting himself to the test. He speeds off, surrounded by the sky, land and sea, where the scents of nature are released and where time intensifies his memories. He reviews his life and the past: his relationship with his family, his rebellion, departure, maturity, independence, and his return to the values of a culture that is the starting point for new personal maturity. Just when he lets go of superstructures and finds his true self again, he finds himself on a familiar rocky cliff – his anchor of certainty overlooking the sea that protected him and let him dream as a child, just as it protects his present boundaries while compelling him to dream about his future.

CAMPAIGN PHOTO

The advertising campaign photo for Trussardi Riflesso captures a moment of the story without juxtaposing diverse interpretations. The protagonist -- played by model André Hamann -- is shown in a situation that tells the story and best represents the inner search that inspired the fragrance. He is photographed at the gate of a villa on the Ligurian coast where he spent his childhood and adolescence. It is not just a place of his past but a symbol of an Italian essence that combines the beauty of nature with man-made culture. While the villa and the wrought iron gate in the background represent the past, the MV Agusta Brutale 800 motorcycle is the accessory that explicitly represents his present life and signifies speed, confidence and self-awareness. Natural elegance is expressed by the clothes from the Trussardi menswear collection: the leather biker jacket adds sporty dynamism to an aesthetically precise outfit, describing a relaxed and practical attitude in a blend of sportswear and formal apparel that is an objective of modern fashion trends.



THE PROTAGONIST

André Hamann was born 30 years ago in Oberhausen, Germany. With his one million followers on Instagram, he is one of the best known influencers in the fashion world. He started his career by accident, when he was discovered in Vienna by a scout for a modeling agency, and he immediately stood out for his independent and open-minded personality. He has been playing the guitar since he was very young, but it is his many tattoos that have made him famous on social networks. His demeanor and class, meanwhile, allow him to work for the most famous menswear brands. André loves to travel, take pictures and film everything he sees, sharing them on his social network profiles. He has fun when he's in the company of other free spirits and he prefers urban-chic style for his wardrobe. Sufficiently aware of his charm, he cleverly dodges the subject by saying: "I'm simply a guy with tattoos and a three-day beard." In his immediate future, there is a project with Warner Music to produce his music.

THE PHOTOGRAPHER - DIRECTOR

American photographer Mark Segal, born in Washington and currently based in Chicago, started taking photos when he was very young. He graduated from the Ecole National des Beaux Arts in Paris and won the Young Photographer Prize in 1977, which was awarded unanimously. His works were soon on display in two exhibitions at the Musée National d'art Moderne-Center Georges Pompidou and the Maison Europeenne de la Photographie in Paris. He became a star among fashion photographers before becoming interested in an innovative photographic process that led him and his brother Doug to establish Panoramic Image and create the largest library of large-format photographs. That experience subsequently led to Sky Pan International, a business and method for creating 360-degree panoramic aerial photos that Segal takes using drones. As a frequent guest photographer of Vogue Japan, Vogue Paris and Vogue Russia, Dazed & Confused, and Another Man, he has shot many campaigns for international luxury brands and fashion maisons.

Mark Segal is one of the few photographers to have their work in the French National Collection of Contemporary Art and the Maison Europeenne de la Photographie. In early 2017 the book *Cheetah* (Publisher: Daminai) arrived in bookstores: it features the works of photographers who collaborated with the non-profit Cheetah Conservation Fund that strives to protect and safeguard cheetahs.

CREDITS

The Fragrance: Trussardi Riflesso

Creative Direction: Gaia Trussardi

Photographer and Director: Mark Segal

Director Of Photography: Alex Reid

Interpreter and Model: André Hamann

Styling: Luca Roscini

Grooming: Noelia Corral

Production: Marabini-Baiocchi

Video Crew: Videohead

Music: Original soundtrack by "The Good Company"

SUGGESTED PRICES

Eau de Toilette

Eau de Toilette 30 ml Natural Spray

Eau de Toilette 50 ml Natural Spray

Eau de Toilette 100 ml Natural Spray

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