

Paco Rabanne introduces a new masculine fantasy for Pure XS



Available in 50ml and 100ml, the new Pure XS Night edp is rolling out to travel retail Americas from February

Puig has extended the Paco Rabanne Pure XS family with the launch of a new masculine edp: Pure XS Night.

Available in 50ml and 100ml, the new fragrance is available now in travel retail Europe and is rolling out to travel retail Americas, Asia Pacific and Middle East later in the year.

Created by IFF perfumers Caroline Dumur, Anne Flipo and Bruno Jovanic, the spicy oriental scent retains the hot-and-cold duality of Pure XS by delving into excess sensuality and tension, according to the brand.

A new ginseng accord aims to breathe freshness into Pure XS Night, while vanilla makes way for the darker note of cacao absolute. Other notes include ginger, myrrh, salted caramel, piquant and cinnamon.

The Pure XS Night fragrance is presented in a graduated blue chiselled glass bottle with clean-cut edges, featuring a curved, black stopper.

Pure XS Night is the third scent in the Pure XS range and follows the recently introduced Pure XS For Her and 2017 Pure XS launch.

Model and actress Emily Ratajkowski and Portuguese model Francisco Henriques are the Pure XS duo in the advertising campaign.

The social media handles are @pacorabanneparfums and #PureXSNight.

Pure XS Night is available now in travel retail Europe, February 1 in travel retail Americas, March in travel retail Asia Pacific and July in the Middle East.