



## **Luxess GmbH launches new fragrance line based on DC Comics Super Hero Batman**

### **BATMAN BEGINS – THE NEW DARK FRAGRANCE FOR MEN**

*Hamburg, 6<sup>th</sup> May 2014* - Luxess Group, a marketing and distribution enterprise for successful lifestyle brands, cooperates with Warner Bros. Consumer Products and DC Entertainment for a fragrance line inspired by the Caped Crusader. With the „Batman Begins – The New Dark Fragrance for Men“, Luxess will launch products that appeal to the adult fan of the successful Dark Knight film trilogy. In doing so, the company relies on the strong attractiveness of the Batman brand, which stands for a masculine role model: smart, mysterious, strong, brave and admired.

“We’re looking forward in cooperating with the Luxess Group, “says Stefan Hausberg, Director, Warner Bros. Consumer Products Germany. “Batman is the most important Super Hero franchise in history and engages children, teenagers and adults worldwide. This year, we celebrate his 75<sup>th</sup> anniversary and this will be a central theme throughout the entire year: There will be a new anniversary logo, an art exhibition, a Batman day and many more events and promotions such as special editions and limited licensing products to celebrate our Super Hero.”

The hero, who is without super-powers, uses his abilities, bravery, cleverness and a strong will to protect Gotham City and beyond. When not the famous Super Hero, Batman trades one profound personality for another and becomes Bruce Wayne. „Batman Begins – The New Dark Fragrance for Men“ seizes this spirit and fascination of the character. The fragrance stands for a brave and strong-minded attitude – it’s a perfume for men who, with determination and courage, rise to every challenge.

“Using this fragrance, the consumer can feel like Bruce Wayne, “says Managing Director Benno Olschowsky. “The scent is masculine and its complex and profound character reflects the essence of the mysterious hero. The fresh top note of citrus and floral flavors is the inspiring prelude which represents the smart and self-confident appearance of Bruce Wayne. In the heart note, accords of violet leaves, coumarin and pepper contrast and stand for Batman’s ambivalent character – thoughtful and strong at the same time. Little by little the scents of a classic, spicy-woody fond of cedar wood, sandalwood, ambra and musk develop.”

The flacon appears in the form of the distinctive Batman logo and captivates the customer with the crossover of a beamless, non-transparent black to a dark, transparent blue. A beamless and noble black closure with a Batman relief perfectly completes the noble packaging.



As of 15<sup>th</sup> June 2014, the eau de toilette „Batman Begins – The New Dark Fragrance for Men“ will be available as an exclusive premiere in all Müller stores in two sizes, 30 ml and 50 ml. From July on, the fragrance will then be available in specialized retail stores and accompanied by a range of further personal care products.

**About Warner Bros. Consumer Products (WBCP):**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world. For further information, see [www.warnerbroscustomerproducts.de](http://www.warnerbroscustomerproducts.de).

**About DC Entertainment:**

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world.

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