



PRESS RELEASE

URBAN LIFE – TOM TAILOR's new fragrance for him and her

Hamburg, July 2015 – Inspired by the spirit of fashion capitals around the world, the new perfume line by TOM TAILOR, Urban Life, is a must-have for the urban player. Its sporty freshness and natural vibe celebrate the urban lifestyle characterized by confidence, authenticity, and variety.

TOM TAILOR URBAN LIFE WOMAN Mandarin, orange, and blackcurrant create an irresistible composition as a top note. Its middle note is an exciting blend of jasmine and orange blossom, with peach adding natural fruitiness. The scent is rounded off by a sensual combination of cedar, guaiac, caramel, and patchouli.

Urban Life Woman is a key essential for the independent, cosmopolitan woman who faces any challenge with confidence and joie de vivre.

Top note: tangerine, orange, blackcurrant

Heart note: jasmine, orange blossom, peach

Fond/Dry down: cedarwood, pockwood, caramel, patchouli

TOM TAILOR URBAN LIFE MAN This aromatic scent combines premium woody notes with fresh citrus. Bergamot, lemon, and mandarin overtones harmoniously lead into a spicy middle note with laurel and lavender. The scent's masculinity is provided by a deep blend of patchouli, cedar, and musk.

Urban Life Man is a scent for the ambitious man, embodying the urban lifestyle in his individual way.

Top note: bergamot, lemon, tangerine

Heart note: laurel, lavender

Fond/Drydown: patchouli, cedar, musk

TOM TAILOR URBAN LIFE WOMAN & MAN – folding boxes & bottles

The design of both bottles is characterized by clear, pure lines and elegant tones. While pink and gold are featured colors for women, blue, grey, and red are the color highlights for men. A transparent, stylish cap adorns the bottle for women, additionally wrapped in a soft golden ribbon. For the male urban player, a cap with a metallic look produces a compelling masculine design.

The sophisticated and modern stripe design of the boxes completes this unmistakable look, supported by elegantly shaped bottles.

TOM TAILOR URBAN LIFE

Price overview:

TOM TAILOR URBAN LIFE WOMAN

Eau de Toilette 30ml RSP 14,90€

Eau de Toilette 50ml RSP 19,90€

TOM TAILOR URBAN LIFE MAN

Eau de Toilette 30ml RSP 14,90€

Eau de Toilette 50ml RSP 19,90€

The perfume line TOM TAILOR URBAN LIFE is available starting in July 2015 in TOM TAILOR stores, retail stores, and at www.tom-tailor.de.

Starting in September 2015, TOM TAILOR URBAN LIFE Woman & Man gift sets will also be available: Eau de Toilette 30 ml & Shower Gel 150 ml: RRP € 14.90

About TOM TAILOR GROUP

The TOM TAILOR GROUP is an international fashion and lifestyle company offering fashionable casual wear and accessories in the medium price range under the brands TOM TAILOR, TOM TAILOR Denim, TOM TAILOR POLO TEAM, TOM TAILOR Contemporary, BONITA and BONITA men. The TOM TAILOR collections are aimed at customers aged between 0 and 40 and are marketed in more than 35 countries via its wholesale and retail segments. BONITA, one of Germany's leading fashion brand producers and retailers, has been part of the TOM TAILOR GROUP since August 2012. BONITA sells women's and men's wear collections for the over-40 age group.

In the fiscal year 2014, the TOM TAILOR GROUP recorded sales of EUR 932.1 million, of which EUR 324.9 million was generated by BONITA. The Group has 1,402 own stores in the Retail segment as of March 2015. 1,014 of these are BONITA and BONITA men stores and 388 are TOM TAILOR stores. The TOM TAILOR brand is also sold via Wholesale partners. At the end of March 2015, these comprised 206 franchise stores, 2,722 shop-in-shops and around 9,800 multi-label points of sale.

Further information is also available at www.tom-tailor-group.com and www.bonita.eu