



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

*Hamburg, 1<sup>st</sup> September 2015* – **Mysterious and masculine – these characteristics represent the new fragrance, Batman *The Dark Knight*. The Luxess Group has now dedicated the dark hero a second fragrance in close collaboration with Warner Bros. Consumer Products Germany.**

Inspired by *The Dark Knight Trilogy* a fragrance composition was created which picks up and reflects the exciting atmosphere of the film in a unique way.

### **„Batman The Dark Knight“ – the fragrance**

The fragrance composition begins with mysterious and dark essences of apple and plum, which are inspired by the mysterious character of the dark hero. The top note is followed by a fiery heart note that combines precious woods and patchouli. The scent leaves with a masculine base of amber, leather and musk.

Batman - The Dark Knight is a fragrance for the confident man who faces each task bravely and with full devotion.

### **„Batman The Dark Knight“ - the flacon**

The legendary Bat-Signal was the model for the flacon, which impresses with a unique design and a pleasant feel. The matte black, which runs in an explosive red, reflects the passionate and exciting atmosphere of the movie. A matte black closure with a Batman relief supplements the flacon perfectly. The design is completed by the unmistakable symbol of the Dark Knight.

As of 1<sup>st</sup> September 2015, the eau de toilette „Batman The Dark Knight“ will be available in two sizes, 30 ml and 50 ml, in specialized retail stores. From mid-September, "Batman The Dark Knight" will also be available as an attractive gift set with free shower gel.

### **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.warnerbrosconsumerproducts.de](http://www.warnerbrosconsumerproducts.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 one of the largest English-language publishers of comics in the world.

BATMAN and all related characters and elements © & ™ DC Comics and Warner Bros. Entertainment Inc.

(s15)

**Press contact dddc:**

doris dober detailed communication

Ephgenia Reschetnikow

Tel: 0211 749 679 20, [ephgenia.reschetnikow@dddc.de](mailto:ephgenia.reschetnikow@dddc.de)

**Contact Luxess:**

Luxess GmbH

Pia Thronberens

Tel: 02102 12785 16, [pia.thronberens@luxess-group.com](mailto:pia.thronberens@luxess-group.com)

[www.luxess-group.com](http://www.luxess-group.com)

**Contact WBCP:**

Warner Bros. Consumer Products

Henning Kammann

Tel: 040 22 650 421, [infocensing@warnerbros.com](mailto:infocensing@warnerbros.com)

[www.warnerbroscustomerproducts.de](http://www.warnerbroscustomerproducts.de)

**Press Contact WBCP:**

public insight

Claudia Burau

Phone: 089 78 79 79 90, E-Mail: [cburau@publicinsight.de](mailto:cburau@publicinsight.de)