



BATMAN – THE DARK KNIGHT RISES

THE COURAGEOUS FRAGRANCE FOR MEN

Hamburg, 1st September 2016: Luxess Group, a marketing and distribution enterprise for successful lifestyle brands, in partnership with Warner Bros. Consumer Products on behalf of DC Entertainment is proud to announce “BATMAN - THE DARK KNIGHT RISES” a fragrance for men. Batman is back – darker, more dangerous and more courageous in “BATMAN - THE DARK KNIGHT RISES” a heroic fragrance for men. The mysterious Super Hero receives a new, masculine fragrance – darker and more courageous than ever before. The Dark Knight is celebrated by the fragrance “BATMAN - THE DARK KNIGHT RISES” as a homage to strength and power.

“BATMAN - THE DARK KNIGHT RISES” is a truly inspired new combination of design and fragrance. The Dark Knight Trilogy product line comes to a spectacular end with an innovative, unique and dark reinvention. The fragrance combines the charm, power of volition and charisma of Bruce Wayne with the dark and mysterious appearance of Batman to create a very masculine fragrance with a deep character.

The new Batman fragrance expresses the aura and allure of this profound character. It is a masculine fragrance that embodies a seductive and strong-minded attitude. The fragrance is perfect for men with powerful and exceptional character.

BATMAN- THE DARK NIGHT RISES – the fragrance

The prelude of the scent captures the energy of the film in its reviving freshness with aromatic lime and finest cedar wood. The transition into the fresh and spicy heart note is accompanied by aromatic hints of nutmeg and cistus. The fragrance composition closes with a masculine dry down, which leaves an inebriant aroma of amber and patchouli on the skin.

The fragrance is created for men who dedicate themselves to their goals with courage and devotion.

BATMAN – THE DARK NIGHT RISES – the design

The legendary Bat-Signal is the model for the flacon. It has an impressive look with a unique design and a high-quality finish. The high-gloss black flacon, paired with the luxurious chrome decoration of the Bat-Signal and the eye-catching Batman lettering complete the high-class and masculine design. The black polished cap with its ripple structure, as well as the exceptional ergonomic feel make the appearance of the new Batman flacon unique and will not only convince Batman fans to buy the product, but all men.

As of 1st September 2016, the eau de toilette “BATMAN THE DARK KNIGHT RISES” will be available in two sizes, 30 ml and 50 ml, in specialized retail stores. From mid-September, “BATMAN THE DARK KNIGHT RISES” 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.warnerbroscustomerproducts.de.

About DC Entertainment:

DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) 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.

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