



## **SUPERMAN – THE NEW FRAGRANCE FOR MEN**

Hamburg, March 2016: DC Comics' Superman is getting his first fragrance in Germany. In partnership with Warner Bros. Consumer Products Germany, the LUXESS GmbH is dedicating an amazing perfume to one of the most iconic Super Heroes in history. The fragrance "Superman – Man of Steel" captures the courage, the passion and the strength of the legendary Super Hero.

The successful film MAN OF STEEL™ is the inspiration for the unique scent composition.

### **"Superman Man of Steel" – the fragrance**

Fresh scents of green apple, grapefruit and cardamom are the prelude of the exciting fragrance and represent the courage and the strong character of the iconic Super Hero. The virtuous heart note is made up of ozone, citrus and a spicy note. Cedar, amber and sandalwood create an intensive finish which completes the composition.

"Superman - Man of Steel" is a powerful and irresistible fragrance for the heroic man who shows his strength and courage in every situation.

### **"Superman Man of Steel" - the flacon**

The design of the dark blue flacon is based on the unique suit seen in Man of Steel the feature film, and features an elaborating haptic. The unique Superman S-Shield highlights the cap, which represents the Man of Steel, in a noble steel look to decorate the flacon.

The Eau De Toilette "Superman - Man of Steel" is available in two sizes, 30 ml/ 50 ml and will be available on counter in retail starting March 2016.

A "Superman - Man of Steel" gift set, consisting of a 30 ml EdT and a free shower gel will be available in September.



**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.warnerbroconsumerproducts.de](http://www.warnerbroconsumerproducts.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.

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