



PRESS RELEASE

EAST COAST CLUB – TOM TAILOR´s new fragrance line for him and for her

Hamburg, August 2013 – The new fragrance line „EAST COAST CLUB“ from TOM TAILOR captures the moods of the unrivaled lifestyle of the American East Coast. The fragrance line for him and her will be available from September 2013 and combines freshness and sensuality. Inspiring and delicate like the pulsing cities at the East Coast on warm summer days.

EAST COAST CLUB Woman

The citrus inspired top note opens fresh and lively like a summer breeze. The sensual heart note of lily of the valley, opulent rose and honey sweet jasmine is accompanied by a natural fruity note. Peach, raspberry and plum convey depth to the fragrance. Warm vanilla, amber and cedar wood leave a long lasting impression on the skin.

Top Note: Citrus

Heart Note: Jasmine, Lily of the Valley, Peach, Plum, Raspberry, Rose, Tuberose

Dry Down: Amber, Cedarwood, Vanilla

EAST COAST CLUB Man

EAST COAST CLUB Man pleases with fresh accords of lemon from Sicily and peach. The heart note masterly balances suede accords with violet and lavender-notes. A blend of woody scents that remember driftwoods and planks combined with amber and tonka bean form the long-lasting, masculine and sensual dry down.

Top Note: Lemon from Sicily, Peach

Herznote: Lavender, Violet, Suede Accords

Dry Down: Tonka Bean, Amber, Fair Woods



EAST COAST CLUB Woman & Man – the bottles

The rounded design of the clear glass bottle for her reflects the subtle femininity and impresses with a simple, yet elegant look and the delicate colours from light blue to coral.

The square bottle for him convinces with a self-confident and fresh colour code in ink blue combined with brilliant red and white. The authentic design reflects the fashion heritage with engraved metallic coloured caps with a real cloth ribbon in block stripes and real cloth labels on the bottles that resemble college patches.

EAST COAST CLUB Woman EdT 30ml RSP 12,90€

EAST COAST CLUB Woman EdT 50ml RSP 19,90€

EAST COAST CLUB Man EdT 30ml RSP 12,90€

EAST COAST CLUB Man EdT 50ml RSP 19,90€

Available in the TOM TAILOR stores and at authorized dealers as well as under www.tom-tailor.de from September 2013.

Kontakt

doris dober
detailed communication
kaiserswerther straÙe 29 -31
40477 düsseldorf

phone +49 (0)211 749679 17
fax +49 (0)211 749679 34
ephgenia.reschetnikow@dddc.de
www.dddc.de