

# MUSTANG®

## WILD HORIZON

### FOR HIM

The Mustang brand stands for authenticity, character and a moving history. Founded in 1932 as a family business for workwear, Mustang developed into the first European denim brand and is now one of the leading labels in Europe. The brand, symbolized by the well-known icon of the Mustang horse, stands for freedom, self-determination and individuality. These values are reflected in every collection: genuine, uncomplicated, authentic and down to earth.

Three countries. Three powers. A feeling for life.

With **WILD HORIZON, MUSTANG** presents a range of fragrances for men who do not accept limits, but challenge them. Inspired by the most powerful landscapes on earth, each scent captures an element of nature - raw, original and full of character.

**ICELAND** mirrors the calm within the storm, the clarity of ice and the strength that comes from inner control. **PANAMA** stands for untamed wilderness and the courage to venture into the unknown, where humid air and dense forests awaken a sense of adventure. **AUSTRALIA** radiates sun, freedom and the rebellious energy of wide horizons and endless roads. Together, they form **WILD HORIZON** - a tribute to nature, freedom and the authentic, fearless spirit of **MUSTANG**.

The bottles feature masculine, matte colors. Their angular shape gives them a powerful presence, while the textured caps with an engraved Mustang horse on the collar add a modern touch. The packaging features map motifs that underscore the collection's spirit of discovery. The design reflects the adventurous spirit and fearless character of the **WILD HORIZON** fragrances. As eau de parfum, the three variants also offer a particularly intense and long-lasting fragrance effect that perfectly captures the raw power and authenticity of nature.



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**MUSTANG WILD HORIZON ICELAND** reflects the clarity of icy landscapes and awakens inner strength. Fresh top notes of lemon, blue sage, and coriander open the fragrance with an invigorating freshness reminiscent of clear mountain air. The heart unfolds with sparkling water, moss, and patchouli – a pure, natural essence. The warm base of vetiver, sandalwood, and musk adds depth and long-lasting power. A fragrance that, like the fresh air above endless glaciers, gives energy and tranquility at the same time.

**TOP:** Lemon, Blue Sage, Coriander

**HEART:** Sparkling Water, Moss, Patchouli

**BASE:** Vetiver, Sandalwood, Musk



**MUSTANG WILD HORIZON PANAMA** embodies the call of the unknown and ignites courage. Top notes of dark citrus fruits and black pepper open the fragrance with spicy freshness and intense vitality. At the heart, caramelized pineapple, sandalwood, and patchouli combine to create an exotic, warm bouquet. The base of musk, dried amber, and moss adds depth and sensual warmth. A fragrance reminiscent of cloud forests, fresh rain, and the mysterious power of tropical nature.

**TOP:** Dark Citrus Notes, Black Pepper

**HEART:** Caramelized Pineapple, Sandalwood, Patchouli

**BASE:** Musk, Dried Amber, Moss

**MUSTANG WILD HORIZON AUSTRALIA** stands for the freedom of wide horizons and ignites a spirit of adventure. Top notes of pomelo, wild mint, eucalyptus, and pineapple open the fragrance with fresh, lively energy. At its heart, iris, jasmine, and lily of the valley combine their floral elegance. The base notes of dark patchouli, golden amber, tonka, vanilla, cedarwood, and vetiver lend the fragrance warmth, depth, and a spicy sensuality. A fragrance reminiscent of endless sunny roads and the freedom of untamed adventure.

**TOP:** Pomelo, Wild Mint, Eucalyptus, Pineapple

**HEART:** Iris, Jasmine, Lily of the Valley

**BASE:** Dark Patchouli, Golden Amber, Tonka, Vanilla, Cedarwood, Vetiver



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## MUSTANG WILD HORIZON – Price overview:

Eau de Parfum for him, 50 ml, 24,95€\*

\*recommended retail price



Available in stores **from February 2026.**



Digital image and text material is available to download free of charge:

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