

# MERCEDES-BENZ FRAGRANCES

## LAND • SEA • AIR

### Land, Sea, Air: Mercedes-Benz forges a new fragrance Trilogy for the Complete Man

From its inception, **Mercedes-Benz Parfums** has exemplified the ultimate embodiment of the brand's singularity, its innate sense of detail, and its exaltation of the senses. Today, the launch of **Land, Sea, Air** signals a new era in the world of luxury fragrance for men. Taking as inspiration the very heart of Mercedes-Benz legend—the three-pointed star, and its iconic meaning: to be a pioneer, and to engineer your own future/voyage wherever the journey takes you “on land, on the sea, and in the air” — Land, Sea Air represents a deeply significant return to the elements. Across centuries and philosophies throughout the history of humankind, these three natural elements have always functioned as a beacon; inspiring different ways of life and defining different facets of our personality. Land represents culture, legacy and authenticity, the energy that we draw from what we build and protect. Air brings out our visionary side; our innovation, our imagination; our soaring freedom. And Water is the channel for our instinct, our attentiveness, our sensitivity, and our appetite for adventure.



Together they combine into a **groundbreaking Trilogy**: a Trilogy for a complete man, with all three fundamental elements united. Created by French master perfumer Anne Flipo, **Mercedes-Benz Land, Sea, Air unites around a common base**, with each element expanding into its own distinct olfactory universe. The Trilogy is a tribute to layering: infinitely customizable, the trio can be worn separately, in harmonious balance, or in your own desired combination. Acting as the grounding pillar for every combination, Land combines the warm wood notes of Patchouli with the addictive rush of Cocoa Shell and Tonka Bean. Rosemary Camphor then offers a freshness which is completed by rosy glints of Geranium and the crisp power of Fir Balsam. Air is a scintillating invitation to free your mind, with cooling, herbaceous Armoise oil encountering the decadent base notes of Angelica, and delicate floral notes of Petitgrain lifted to sparkling heights with citrus and bright Turmeric Leaf. Finally, Sea evokes the refreshing sensation of a wave crashing onto the shore, with high-verdant Violet Leaf invigorated by vivid and fruity Tangerine, creating a marine effect further amplified by seaweed's saline, leathery twist.

The fragrances are available as individual **Eau de Parfums**, and also as a full **Trilogy**, in which incomparably unique packaging sees the three elements come together as one to subtly form the signature **Mercedes-Benz star**.

Sustainability and re-invention come to the fore throughout the creations, from composing our ingredients in partnership with LMR, the world's premier source of superlative-quality, ethically-transparent raw materials, through to the innovative use of recycled components within the design of the flacon. Championing environmental consciousness, recycled aluminum and glass—optimized in weight to use less material—are paired with a removable threaded pump to create a rechargeable option. This is further complemented by outer packaging formed from recyclable and biodegradable **paper containing 5-10% of seaweed**, produced with **100% renewable energy**, which is then pad-printed with water-based lacquer ink.

An up-cycled leather pouch, exclusively created for our Nomadic Trio Set, connects back to the heart of the brand by using surplus leather from the luxury interior of our Mercedes-Benz S-Class. A landmark campaign showcases the power of reconnecting with nature in all its authentic glory. Shot by renowned director Axel Delwarte in multiple locations throughout Iceland, our protagonist kite surfs through the exceptional, otherworldly landscape. Embodied by French international star Valentin Garat - two-time French Kite Surfing Champion and deeply committed to ocean protection - kitesurfing is discipline which unites all three core elements together, and also speaks to the broader Mercedes-Benz story: **the power and beauty of bridging extraordinary heritage with an as-yet-unwritten future**.

Mercedes-Benz Land, Sea, Air.

The Trilogy for the Complete Man.

Launch in April  
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