

AMG PARFUMS

Find the line that thrills you.

What's your THRILL ?

Look for the line that gives you the ultimate THRILL.

Find your THRILL

Here it comes. The pulse starts to race. The speed intensifies. The sensation multiplies all others. You know it when you feel it. The ultimate THRILL.

Meet THRILL. The inaugural trilogy from AMG Parfums. It elicits the thrill of desire, and it confirms an arrival of a new icon. AMG fragrance: a class apart and a shift into a new gear.

Flashback to 1967, and the birth of the legend. Two young, daring men—Hans Werner Aufrecht and Erhard Melcher—unite wild talent to revolutionize motorsports.



Notorious for a 'one man, one engine' concept, the team is known for its wild and bold approach to imagine cult creations which to this day remain at the apex of the industry. This is the ethos of raw excellence and intense sensations that drives AMG fragrances into the world.

Meticulously chosen ingredients. Original and daring compositions. Born from the belief that nothing is impossible, AMG Parfums unite high-performance with an unparalleled spark of pure emotion to channel the true racing pulse at the heart of the Mercedes universe.

With a name driven by the intense sensations that pulse to the fore when we experience the power of AMG, THRILL launches in three signature creations. SILVER THRILL, BLACK THRILL AND RED THRILL.

Created by master perfumer Fabrice Pellegrin, each THRILL summons a core component of the AMG universe—SILVER for technology, BLACK for luxury, and RED for passion—while accelerating a distinct masculine mood and moment.

Fire under ice: SILVER THRILL blends the energy of Bergamot with the rhythm of Amberwood and Patchouli to channel the exhilarating pull of being a creator — and the powerful grace of mastery under pressure.

Ultimate liberty: In BLACK THRILL, addictive Tonka and Leather encounter the aromatic thrill of Clary-Sage and the bright verve of ripe Mandarin, to create an intoxicating amber-woody tribute to the feeling of pure freedom.

Fierce ambition: RED THRILL contrasts the intensity of Cardamom-spiced Vanilla with the smooth luxury of Iris in a singular fragrance that brings to life the raw energy of ambition, spirit and drive.

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Born in Grasse, the home of haute parfumerie, the collection's perfumer-creator shows his unequalled talent not just in fragrance design, but also in his sourcing of raw ingredients. This is one of many reasons the THRILL collection is composed from the finest materials sourced with rare precision and emphasis on sustainability.

A singular chassis; an engine within. Presented in an instantly recognisable tribute to AMG, each bottle has a pulsing heart, and is protected by a striking metal shell. The rawness and exposed workings mirrors the indisputable boldness of AMG's engines, and the intrepid sensation that each THRILL awakes in you. Created from recycled glass and aluminium, and infinitely refillable, AMG's commitment to environmental responsibility is in full force.

A game-changing campaign shot in Paris by Frédéric de Pontcharra, known for his collaborations with the most iconic brands and artists working today, fuels the launch. Forging a unique character for each of the singular scents, the campaign tells a high-paced, high-intensity story about the lines that surround us, and the lines we're called to go beyond. We meet the AMG THRILL LINES: a motif and a claim, soon to be indissociable with the brand.

The Line you CREATE
The Line you CHOOSE TO FOLLOW
The Line you OUTMATCH
The Lines that MAKE YOU THRILL

What're your Lines ?

Beyond this inaugural collection, the AMG Parfums line will continue to expand, with new additions yet to be revealed.

THRILL. The daring new fragrances introducing AMG Parfums.

What's your THRILL?