

Underlining the power of unity and teamwork: Coty introduces BOSS Bottled Triumph Elixir



Introducing BOSS Bottled Triumph Elixir

Coty has revealed a new addition to the BOSS Bottled fragrance family: BOSS Bottled Triumph Elixir, a highly concentrated, high-intensity fragrance said to mirror the spirit and passion of soccer.

BOSS Bottled Triumph Elixir is crafted by Master Perfumer Annick Menardo in close collaboration with Suzy Le Helley. Menardo is the creator of the original BOSS Bottled scent, which celebrated its 25th anniversary in 2023. An olfactory reflection of the spirit of triumph, the new fragrance combines references to BOSS Bottled Elixir, including the same rich, charismatic base, with uplifting fresh notes.

The fragrance offers a unique intensity: the potency of an Elixir, coupled with unmistakable freshness and vibrancy. An ambery-green scent, it opens with bold top notes of Violet leaf, followed by a woody heart of Vetiver essence. At the base, Patchouli essence leaves an earthy imprint.



The launch of BOSS Bottled Triumph Elixir is accompanied by a 'Held in Triumph' campaign

The BOSS Bottled glass flacon is refreshed in glossy, vivid dark blue, reflecting the play between intensity and freshness that defines BOSS Bottled Triumph Elixir. A ceramic finish and a lustrous, icy-gold cap further elevate this confident new fragrance.

The launch of BOSS Bottled Triumph Elixir is accompanied by an inspirational campaign, created around the concept of being held in triumph, which celebrates the success and sportsmanship of three internationally renowned soccer players - Eduardo Camavinga, Phil Foden, and Kai Havertz - with a reputation for skill, dedication, and unwavering determination.

'Held in Triumph' plays testament to the power of unity and teamwork as a tool for victory. These extraordinary soccer talents embody the essence of triumph, which is not only about sporting success, but also everyday wins and paving one's unique path to success. With BOSS Bottled Triumph Elixir, every man is encouraged to find their inner light and be their own BOSS.

BOSS Bottled Triumph Elixir is available now in travel retail in Europe and Asia Pacific in the following sizes: 50ml and 100ml.