

PRESS RELEASE

**Designer Parfums enjoy action packed Formula 1®
Pirelli British Grand Prix™ launching the
F1® Fragrances Race Collection**

July 2021

F1® Fragrances ambassador Freddie Hunt witnesses a
fierce fight at Silverstone



It was a weekend of excitement and premieres, the world looking at F1® and Silverstone where the fans returned in full force with a record crowd of over 140,000. The debut of the new F1 Sprint Race proved to be a success and Freddie Hunt, son of Formula 1 legend and 1976 Formula 1® World Champion James Hunt, joined forces with F1® Fragrances to launch the new Race Collection.

Hunt, a racing driver himself, witnessed the fierce fight between title contenders Lewis Hamilton and Max Verstappen, first-hand at F1's prestigious Paddock Club, where he welcomed an array of VIPs and celebrities to the new F1® Fragrances stand to discover and experience the latest Race Collection scents.

"It was a fantastic Grand Prix weekend; I very much enjoy being the new ambassador of the Official F1® Fragrances. The bottles look amazing and I really like the scents! The F1® Fragrances Race Collection contains five different scents, each matching a particular point in a F1® race." said Hunt, "my favourite, Carbon Reign, captures the victory celebrations on the podium – the best moment of a race weekend!"



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He particularly enjoyed the victory celebrations of the world-premiere of Saturday's sprint race which brought back the winner's laurel for the first time since the 80's: "This is brilliant. It reminds me of my Dad - those iconic photos, taken by the top magazine titles of the time - celebrating his victory here in Silverstone, the big laurel around his chest, a champagne bottle and the trophy high up in the air!", said Hunt, "His amazing smile showing that winning feeling - like you've just conquered the world!"

More than once, approached by guests in F1's own exclusive Paddock Club, Freddie, whose looks are so much like his famous World Championship-winning Dad, told stories of his fond memories of his late father, and was visibly moved when learning that the winner's trophy was an emotional tribute to 'The voice of British Motorsport, legendary commentator Murray Walker.' "Even though I was just a little kid, I remember Murray, and especially his voice. I really liked him - him and dad were often fighting over the same microphone, but they were really good friends as well!"

He continued: "I really enjoyed meeting a lot of amazing people, chatting with Ghetts (British Rapper) and Ellie Bamber (Actor, BBC1, The Serpent) and talking perfume with Rahi Chaddah (model, influencer and beauty entrepreneur) and the Paddock Club DJs Andy Purnell and Martin 2Smooove was a new and interesting experience for me."

With Hollywood superstars Tom Cruise, Harrison Ford and Michael Douglas as guests of various Formula 1 teams, the British Grand Prix once again proved to be a star-studded event with Olympic legend Mo Farrah, magician Dynamo, cyclist Andoni Azkarate, Everton star James Rodriguez, Chelsea goalkeeper Kepa Arrizabalaga, tennis prodigy Emma Raducanu, Arsenal-players Pierre-Emerick Aubameyang and Alex Lacazette, 'Harry Potter'-actor Hero Fiennes Tiffin and Rapper AJ Tracey.



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Thousands of fans had their own chance to experience first-hand the F1® Fragrances Race Collection at the pop-up scent experience in the F1® Fan Zone.

Dilesh Mehta, Chairman and CEO Designer Parfums said “We are so pleased F1 fans were engaging massively with the fragrances at Silverstone. Some of the scents were sold out for a few hours during the weekend and we had such great feedback from everybody visiting us. We are looking forward to bringing the F1 Fragrances to all the races around the world to offer the F1 olfactive journey to all the Formula 1 enthusiasts.”

Based on the aerodynamics of the chassis of an F1 car, the sophisticated bottles, designed by Ross Lovegrove, come in five elegant, yet sportive colours, with each bottle accompanied by a stand visibly inspired by F1 tyres. Each Fragrance beautifully captures the thrills and challenges of a high-energy F1 race, in its own authentic way.

With the launch of the new F1® Fragrances Race Collection, Formula 1 is making their haute parfumerie scents, accessible to all fans in an Eau de Toilette version. Designed for both, F1 fans and fragrance lovers, these five unique scents line up on the starting grid, each in its own racing-inspired colour, capturing the powerful energy of an F1 race.

The Collection Includes:



Precious Mettle EDT

Inspired By **Pre-Race** Moments And The Drivers **Courage**

In a bottle as steely as the nerves of an F1 driver preparing for the race ahead, Precious Mettle opens with a burst of freshness. Classic notes of leather, that drives the sense of courageousness. Lavender and patchouli combined with airy mandarin and metallic pink pepper. A thrilling citrus woody fragrance with a brilliance that evokes the adrenaline rush of the race.



Turn 1 EDT

The First Turn Of The Race Where The Performance Is Fierce

The solid black bottle drawn from the deep asphalt tones of the track, Turn 1 is a fresh and mineral fragrance – evoking the tension of the tyres and the drivers performance on the wet tarmac. The saltiness of rain and electrifying energy of intense turns. The ozonic spice of angelica mixed with vibrant woods, aromatic violet leaf and inky oakmoss. A woody aromatic scent that symbolises the car on the track.

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Overtake 320 EDT

The **Focus** And **Passion** To Pass Your Competitor At **High Speed**

A volcanic red inspired by the heat and energy of the race, Overtake 320 is all about the intensity of Formula 1. The moment smoking tyres spin as the car speeds up, with the immense power of the engines. Fiery cinnamon and pink pepper melt into a warm blend of tonka bean, vanilla and gaiac wood. A spicy amber that accelerates at lightning speed.



Neeem White EDT

The **Final Stretch**, Victory Within Grasp, With **Fearlessness** And **Determination**

The appearance is deceptive. The innocent slick white bottle is as daring as the fearlessness of our F1 heroes racing down the home straight. Crisp and streamlined, an audacious note of narcissus subtly twisted by the slick powder of iris, aromatic juniper and black pepper with the richness of leather. A fougère floral that celebrates the uncompromising thrill of this technical sport.



Carbon Reign EDT

Victory! Celebration On The Podium In Front Of The World

The thrill of victory – capturing the euphoria on the podium, Carbon Reign is a fragrance that celebrates the joy of the win. Energetic notes of pink and timut pepper convey triumph in a shower of sparks, with thrilling notes of geranium, lavender and amber crystals. An aromatic woody fragrance charged with energy.



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Discover the F1 Race Collection

Precious Mettle, Turn 1, Overtake 320, Neeuum White, and Carbon Reign: Discover the five EDT fragrances, each housed in a 75ml aerodynamic bottle, priced at £60 / €65 / \$70.

On sale via [f1fragrances.com](https://www.f1fragrances.com) initially in the UK and Europe, followed by a worldwide distribution.

Also available at:

UK: THE PERFUME SHOP

GERMANY: DOUGLAS

SPAIN: DRUNI

HUNGARY: MÜLLER

The launch of the **F1® Fragrances Race Collection** completes the racing team of F1® Fragrances, including the exclusive luxury F1® Collector's Editions and the haute perfumery F1® Fragrances Engineered Collection. However, there is more to come. Stay tuned.

Please find further information at [f1fragrances.com](https://www.f1fragrances.com)
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Race Collection press kit:

https://www.dropbox.com/sh/lrg09vxt5wfwbnbg/AAAGL5kKuHbfsIqq_mY2dqpea?dl=0