

MONT BLANC LEGEND



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LAUNCH
2012

FRAGRANCE CATEGORY
Fresh Fougère

KEYWORDS

Charismatic. Fresh. Modern.

THE CONCEPT

Montblanc Legend is a masculine and iconic fragrance for a charismatic and unforgettable man. It offers the richness of Montblanc history in a modern product.

THE MAN

The Montblanc Legend man is confident, assured, and authentic.

THE PERFUMER

Olivier Pescheux

THE FRAGRANCE COMPOSITION

TOP NOTES: Bergamot, Lavender, Pineapple Leaves

HEART NOTES: Jasmine, White Cedar, Pomarose

BASE NOTES: Oak Moss, Sandalwood, Tonka Beans, Dry Amber



THE DESIGN

The Montblanc Legend bottle is elegant and masculine. The deep black and silver colors of the bottle, along with its curved, rectangular shape, are representative of Montblanc's design codes. The cap is also engraved with the Montblanc star logo and with the signature rings present on all Montblanc writing instruments. Once in hand, the bottle has the same substantial weight and sensual feeling as other Montblanc products.

THE RANGE



Eau de Toilette Spray

6.7 fl. oz. (MSRP \$120)

3.3 fl. oz. (MSRP \$92)

1.7 fl. oz. (MSRP \$75)

1.0 fl. oz. (MSRP \$55)

Travel Spray

0.5 fl. oz.

(MSRP \$35)

After Shave Balm

5.0 fl. oz.

(MSRP \$48)

Jumbo Shower Gel

10.0 fl. oz.

(MSRP \$35)

Deodorant Stick

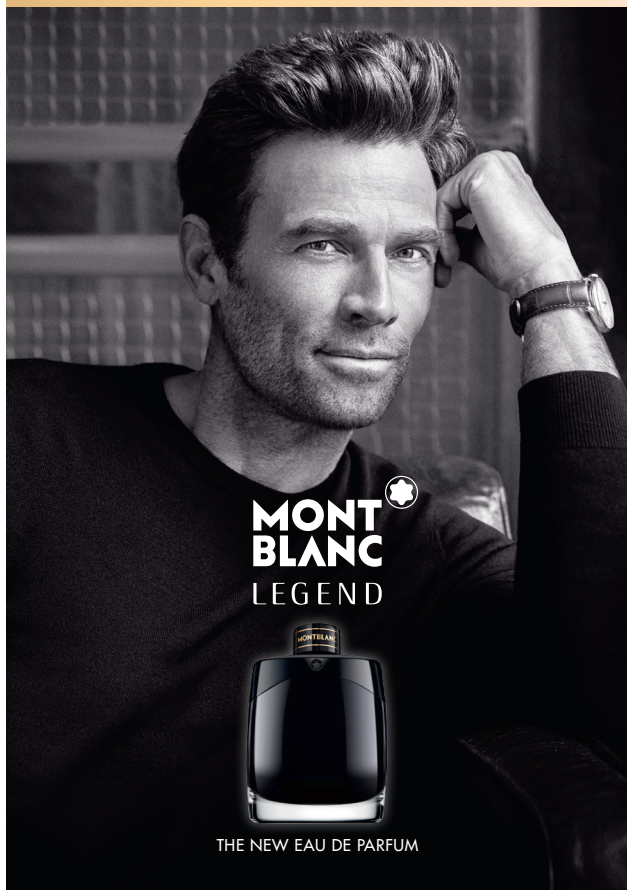
2.5 oz.

(MSRP \$25)

Body Spray

6.6 fl. oz.

(MSRP \$22)



MONTBLANC LEGEND

LAUNCH
2020

FRAGRANCE CATEGORY
Fougère Aromatic Woody

KEYWORDS

Irresistible. Confident. Mysterious.

THE CONCEPT

Montblanc Legend Eau de Parfum takes on the iconic legacy of Legend with a more intense and elegant allure.

THE MAN

The Montblanc Legend man is sophisticated and charismatic with undeniable charm. He stands out and is always memorable.

THE CAMPAIGN

The visual, featuring model Simon Clark (@simonclarkofficial), represents the Montblanc Legend man. Timeless and contemporary, his appeal spans generations.

THE PERFUMER

Olivier Pescheux

THE FRAGRANCE COMPOSITION

TOP NOTES: Bergamot, Violet Leaf

HEART NOTES: Jasmine, Vibrant Wood

BASE NOTES: Oakmoss, Leather Accord

THE DESIGN

The flask-like bottle sports the characteristic Legend look but stands out for its personality. The black inner lacquering of the bottle expresses the powerful character of the fragrance, while the Montblanc emblem and the name in subtle gold all echo the precision of the Maison: a perfect balance that makes this Eau de Parfum an object of desire.

THE RANGE



Eau de Parfum Spray

3.3 fl. oz. (MSRP \$98) 1.7 fl. oz. (MSRP \$78)





MONTBLANC

LEGEND SPIRIT

LAUNCH
2016

FRAGRANCE CATEGORY
Fresh Woody Aromatic

KEYWORDS

Passionate. Cool. Confident.

THE CONCEPT

Revealing a more casual side of the Montblanc Legend man, Spirit maintains the same versatility, elegance and charisma of the original Legend.

THE MAN

He is a sophisticated explorer, dreaming about his next adventure.

THE CAMPAIGN

Once again shot in black and white tones, model Simon Clark (@simonclarkofficial), the iconic face of Montblanc Legend, is reincarnated with a cooler, fresher look.

THE PERFUMER

Nathalie Lorson & Olivier Cresp

THE FRAGRANCE COMPOSITION

TOP NOTES: Pink Peppercorn, Bitter Grapefruit, Bergamot

HEART NOTES: Lavender, Cardamom, Ozonic Accord

BASE NOTES: White Woods, Oak Moss, White Musk

THE DESIGN

Although the black and white Montblanc codes, as well as the shape of Legend, are preserved, Montblanc Legend Spirit stands out thanks to a modern combination of immaculate glossy white lacquer and tempered steel. The metallic bands, a symbol found on Montblanc writing instruments, are featured on the bottle cap along with the distinguished Montblanc star emblem.



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Travel Spray
0.5 fl. oz.
(MSRP \$35)

After Shave Balm
5.0 fl. oz.
(MSRP \$48)

Shower Gel
5.0 fl. oz.
(MSRP \$31)

Deodorant Stick
2.5 oz.
(MSRP \$25)