

ANDREA MAACK

ICELANDIC FRAGRANCE HOUSE REVEALS TWO NEW SCENTS AND NEW BRAND IDENTITY.

Incoming February 2016: DUAL and Soft Tension, the two newest fragrances from Icelandic artist – and eponymous fragrance house – Andrea Maack.

Collaborating with perfumer Alienor Massenet while at IFF, the duo took inspiration from Maack's upbringing and the barren Nordic landscape to deliver a forthcoming range of scents that embody elements of Andrea's travels, artistic explorations and revisitation of her profound relationship with Iceland.

The new unisex collection caters to the modern fragrance lover, whose penchant for social media and e-commerce are only matched by their desire to engage on and offline with Maack's immersive scent universe.

With these releases, Maack is introducing a new uniform identity for the fragrance vessels. Both bottle and box were designed in collaboration with Milan-based Maddalena Casadei and Studio Irvine, with graphic design by Tommaso Garner, who interpreted Maack's original paintings to complete the new brand look.

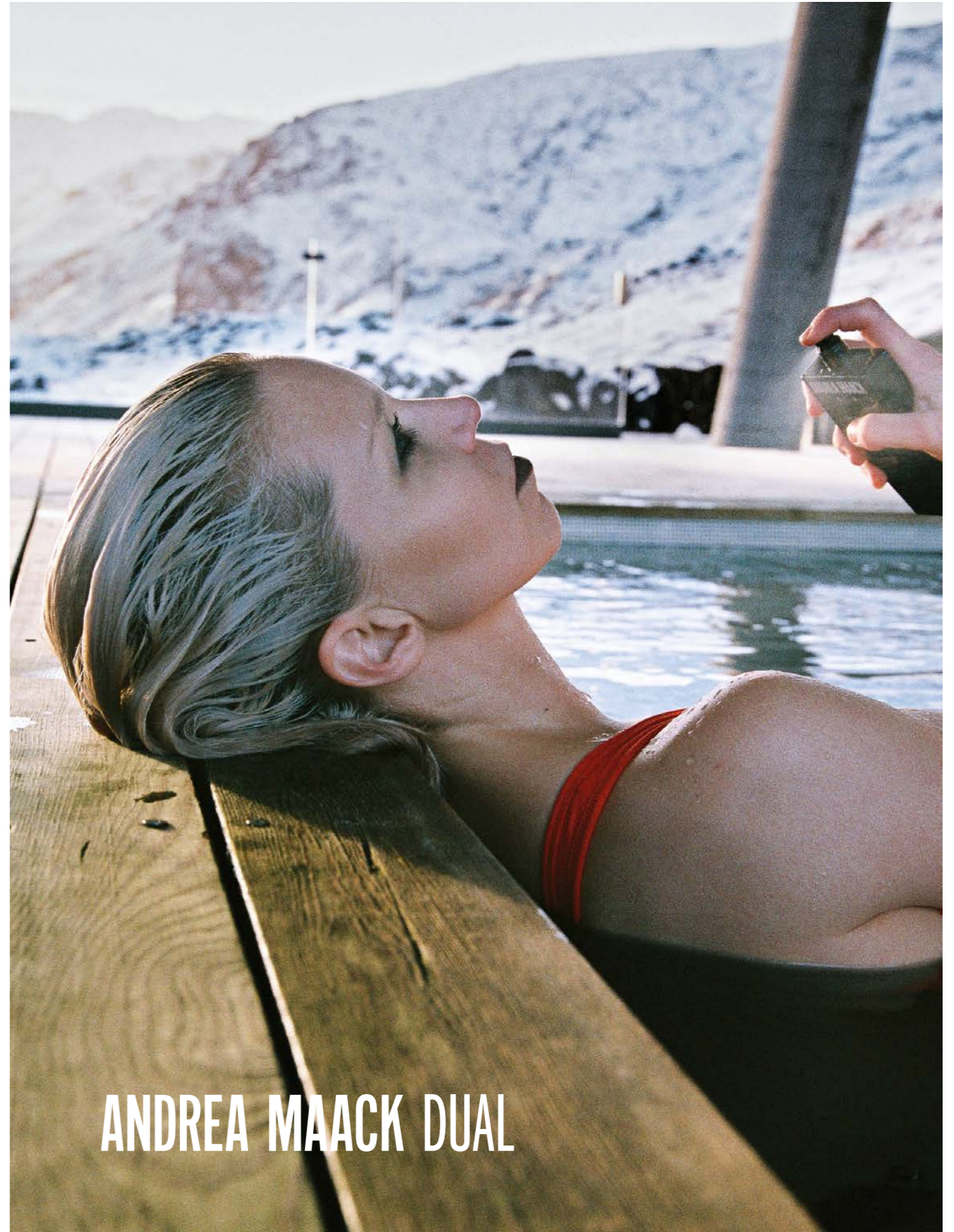
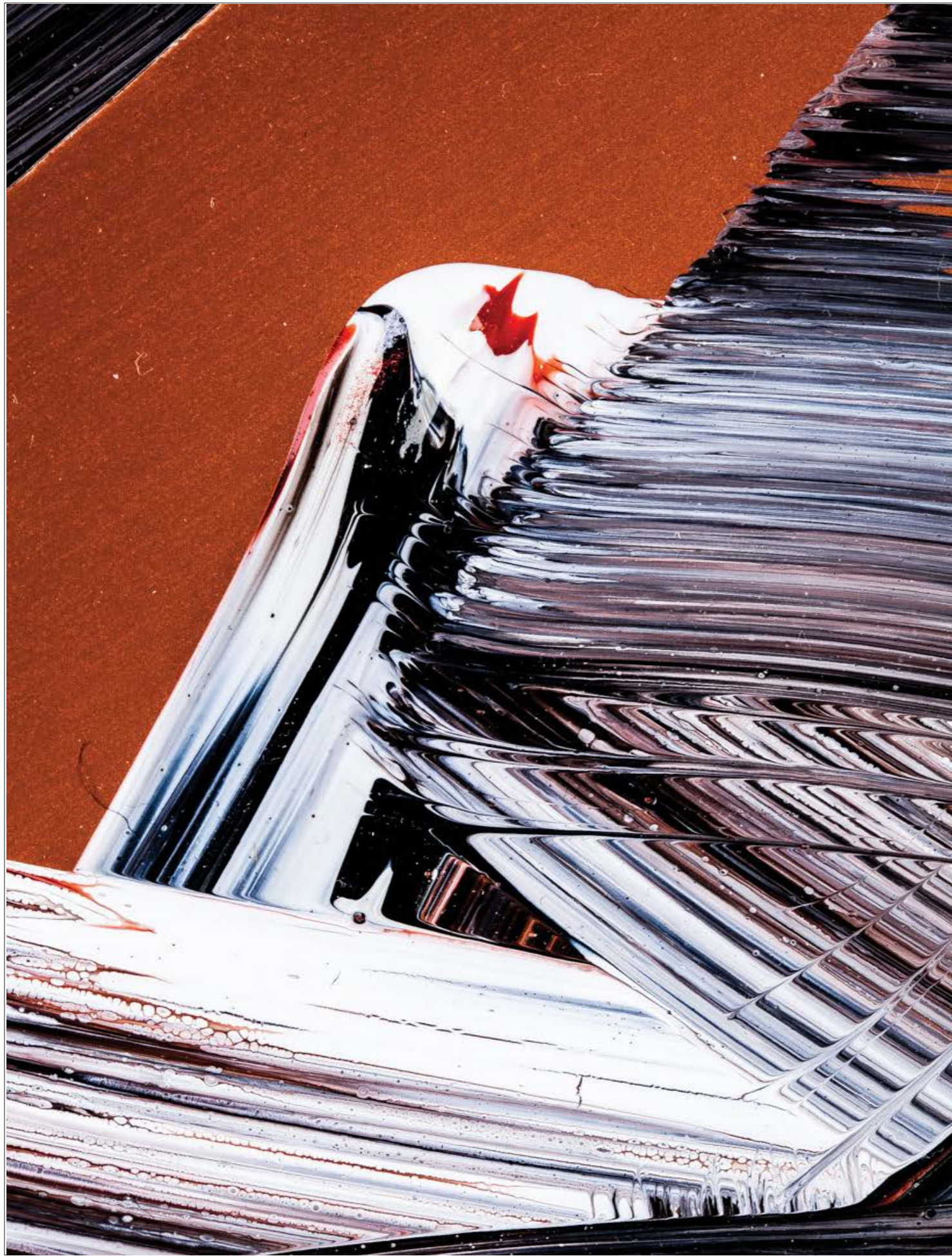
Andrea Maack will continue to introduce new, exciting fragrance and beauty products designed to fit effortlessly into the modern lifestyle.

For further press information and images of the ANDREA MAACK collection please contact:

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Photos: Benjamin McMahon, Kate Friend and Anna Maggý
Artwork: Andrea Maack





ANDREA MAACK DUAL



DUAL BY ANDREA MAACK IS A UNISEX SPORT FRAGRANCE INSPIRED BY THE CALMING WATER OF THE NATURAL HOT SPRINGS IN THE ICELANDIC HIGHLANDS.

THIS FRAGRANCE MIMICS THE FEELING OF FRESH WATER ON THE SKIN AND THE INTENSE COLOR SPECTRUM SURROUNDING THE HOT SPRING LAGOONS.

THE POWERFUL, UPLIFTING AROMAS OF GINGER, LEMON AND PINK PEPPER

COEXISTS WITH THE GROUNDED WOODY ELEMENTS OF DRY AMBER AND

CEDAR WOOD RESULTING IN AN ENLIVENING SCENT EXPERIENCE.

Ginger-Lemon- Pink pepper-Dry amber-Cedarwood

ANDREA MAACK SOFT TENSION

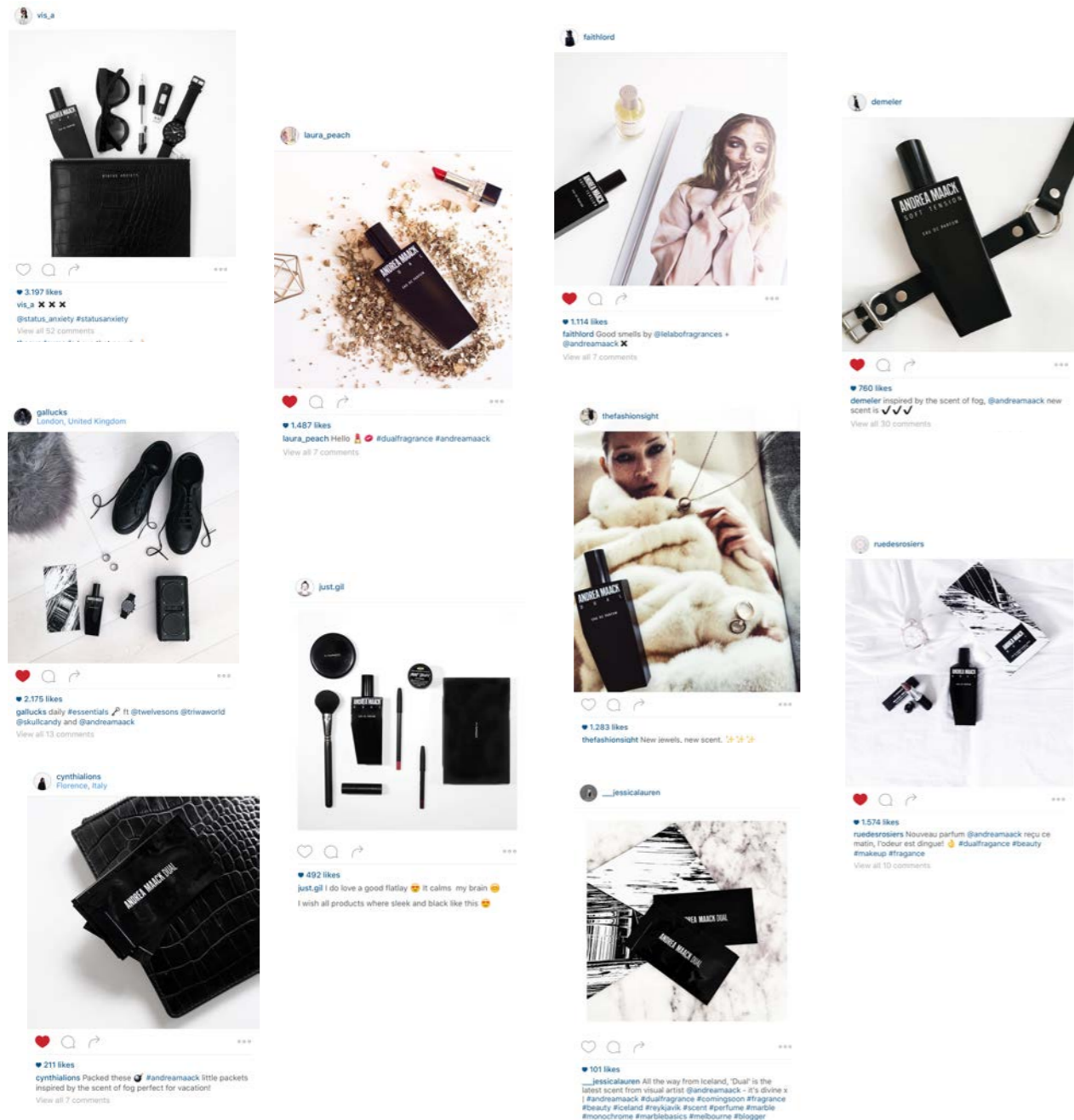







SOFT TENSION BY ANDREA MAACK IS A SENSUAL WHITE MUSK INSPIRED BY A THICK MYSTERIOUS FOG. LIKE A WHITE DESERT, THE FOG IS A PLACE TO GET LOST IN AND LET GO.

THIS FRAGRANCE IS A BOLD MIX OF MUSKS COMBINED WITH FREESIA THAT GROUNDS ITSELF IN THE SKIN. BLACK RAW MATERIALS ARE MIXED WITH WHITE ONES SUCH AS MATE ABSOLUTE, CEDARWOOD AND MOSS CREATING THE SOFT TENSION.

Freesia-Musk-Mate Absolut-Cedar wood-Moss



The new collection was pre-launched on Instagram and is now available at www.andreamaack.com

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