



## The New Exclusive Edition of SOLO LOEWE

### POP ART INSPIRATION

Pop art is an artistic movement emerged in *Britain* in the mid 1950s and in the United States in the late 1960s. It comes into being as a reaction to abstract expressionism and employs images of popular as opposed to elitist culture in art.

In POP ART beauty can be found in any object. Everything from noble materials down to papers, cardboards, cans... is accepted. It is figurative and realist. It takes root in the urban life, twisting the meaning of familiar images towards a new aesthetics or a critical vision of the consumer society.

Pop art is characterized by irony, but we also find in it some constant features such as fame, money, glamour, death...

### THE HARMONY OF EXTREMES

**SOLO LOEWE POP** was conceived as a response to the needs of the contemporary man, who lives surrounded by constant contrasts and is able to reach a balance between his working life and his family life, his obligations and his moments of leisure...

Harmony is the key to resolving these vital conflicts and **SOLO LOEWE POP** is the perfect ambassador for the man who is able to find serenity in a tense, changing and dizzy world.

## DESIGN

The essence of art is that something—that ethereal glue—that substance segregated by the artist from the very depths of his creative being that only he can soak, pervade, impregnate matter with.

A deep bond between past and present. A constant desire of balancing tradition and modernity. A clash of art and irony, sophistication and avant-garde.

Like an exquisite clash of strength, chromatic explosion and matter, the **SOLO LOEWE POP** design express the essence of art. Originality, clash and daring captured in the impeccable forcefulness of the bottle.



## FRAGRANCE

Coolness, energy, irony... ART!

Just like a work of art, **SOLO LOEWE POP** causes an intuitive, personal and purely emotional response.

Resolutely masculine and irresistibly spontaneous, this superb fragrance combines in its wake a harmonious relation between strength and balance, freedom and determination, art and irony...

Tempting and modern chord selection... Surprise and fun personified... A groundbreaking vision of the most sublime art... Olfactory image of a man that seeks balance, open to the world, instinctive, free, sure of his own choices and with a necessary touch of irony.

### TOP NOTES

#### THE FIRST IMPRESSION

The acid, bright spark of Mandarin concentrate and Pink Pepper.

### MIDDLE NOTES

#### THE CHARACTER

The colorist, expressive explosion of Lavender Absolute.

### BASE NOTES

#### THE TRACE IN THE MEMORY

The most resounding warmth and addiction of the Vanilla Bourbon and the Tonka Bean.



**RANGE**

**SOLO LOEWE POP** Exclusive Edition Eau de Toilette 50ml  
**SOLO LOEWE POP** Exclusive Edition Eau de Toilette 75ml  
**SOLO LOEWE POP** Exclusive Edition Eau de Toilette 125ml



For more information, please contact with:

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