

# FLORIS LONDON - CHERRY BLOSSOM INTENSE

## BACKGROUND:

Following the resounding success of Cherry Blossom Eau de Parfum in the Middle East, the Floris perfumers embarked upon a journey to develop a richer version of the original fragrance, whilst maintaining the key characteristics that have contributed to its rising demand. The resulting fragrance is a deeper, more intense composition with the personality to captivate existing Cherry Blossom aficionados and to entice a new customer base to this opulent interpretation of the fragrance.

## DESCRIPTION:

With a particularly high concentration of pure fragrance oils, Cherry Blossom Intense celebrates the original Floris creation in a bold new expression of opulence. A soft, yet shimmering floral fruity fragrance with clean, fresh top notes of bergamot and orange combined with cherry blossom, pink pepper and a touch of ripe cherries. The introduction of warm amber and precious musk to the base amplifies the rich floral heart of neroli, osmanthus and rose, adding a captivating intensity and timeless elegance.

## SCENT NOTES:

**Top Notes:** Bergamot, Orange, Cherry Blossom, Osmanthus, Pink Pepper

**Heart Notes:** Peony, Rose, Violet, Neroli

**Base Notes:** Cedarwood, Sandalwood, Musk, Amber

