

# Challenge yourself to wear HUGO Red...

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/EINPresswire.com/ UK (submitpressrelease123.com - press release) Perfect for men who like to push boundaries, [HUGO Red](#) is the latest men's scent from a company which, during its 20-year history, has set out to take an innovative and unconventional approach to its creations.

Available now from The Fragrance Shop, HUGO Red was unusually inspired by the contrasting behaviour of cold and hot metal, as Will Andrews, a member of the fragrance creation team behind the new men's scent, describes. "The result of our creation is a contemporary blend of contrasting ingredients, full of cold and hot tension that stimulates the wearer and leaves him feeling energised and ready to challenge himself," Andrews said. As a result, HUGO Red's keynotes are distinguished by contrasting elements of 'solid chill' and 'liquid heat'. The first has introductory notes of grapefruit, giving way to rhubarb at the heart, then with a metallic accent. The latter elements are embodied by cedarwood and hot amber, which mix together as the scent dries down to convey the heat and fluidity of red-hot metal. "The transition between the two states of metal illustrates the idea of adapting under intense pressure; of going beyond natural limits to create something new and unique," added Andrews.

The scent itself may aim to break new ground and challenge the wearer, but the packaging takes the same shape which made its predecessors [HUGO Man](#) and [HUGO Just Different](#) – but adds a new twist. The bottle is coated with thermo-chromic ink, which changes colour in response to the user's body temperature, allowing them to leave their unique mark on it.

"HUGO Red is a bold way for this leading fragrance house to begin its 20th anniversary celebrations, and it's also creating a big buzz among The Fragrance Shop customers," said a fragrance industry spokesperson. Available now in 40ml, 75ml and 150ml sizes, customers can take advantage of The Fragrance Shop's unique offer of a free sample with every order, and its money-back guarantee if they decide it isn't right for them.

Place an order today, at [Thefragranceshop.co.uk](http://Thefragranceshop.co.uk), or by calling 0161 875 0675, and get free delivery if it comes to more than £40.

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Notes to editors:-

Established in 1995, The Fragrance Shop are a privately owned, family run retailer of perfumes,

aftershave and beauty products with high street locations throughout the UK and online at [thefragranceshop.co.uk](http://thefragranceshop.co.uk).

All fragrances are sourced direct from the fragrance houses ensuring customers receive the very best of product at great value. A wide range of fragrances are stocked including top fashion brands and celebrity scents including; Coco Mademoiselle

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