

# Discover the scent of Emporio Armani Diamonds for Men this Christmas

## The Fragrance Shop

Released on: December 18, 2012, 3:13 pm

Author: **The Fragrance Shop**

Industry: [Retail](#)

December 18, 2012, 3:13 pm -- /[EPR NETWORK](#)/ -- Women looking for the perfect fragrance for their husband or boyfriend this Christmas are being urged to try [Emporio Armani Diamonds](#) for Men at The Fragrance Shop.

The scent, from one of the world's top fashion houses, is aimed at young, charismatic, confident men who are looking for a strong, natural scent that is as fascinating and magnetic as they are. Diamonds for Men is a woody gourmand aromatic with icy initial notes that contrast with more sensual, lingering accents.

Top notes include a fresh and radiant Italian citrus-bergamot accord, complimented by a burst of Szechuan pepper. These then make way for a heart of cedar, with the deliciously intimate and alluring scent of the cocoa bean. Finally, the dark, dry bottom notes are made of slightly smoky gaiac wood and intense vetiver, combined with ambroxam with warm flinty accents.

The bottle reflects the strength and simplicity of a diamond, as it is made from a cut square of glass that reflects the light. It is adorned with Emporio Armani's famous eagle emblem and features an integrated shiny metal spray cap.

A fragrance industry spokesperson said: "Diamonds for Men is a strong, seductive and irresistible scent. Just like diamonds themselves, women will find it hard to resist the allure of this deep and delicious fragrance, which could make it the perfect gift if they are looking for something for their husband or boyfriend this Christmas.

"Here at The Fragrance Shop, we know that many people will be counting the pennies in the run-up to Christmas, which is why we're offering Diamonds for Men at our usual fantastic low prices."

The Fragrance Shop stocks a wide range of men's fragrances that would make the ideal gift this Christmas. A fantastic selection of women's perfumes is also available, including Giorgio Armani Code for Women.

[ENDS]

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; [Armani Diamonds Black Carat](#), [Diesel Only The Brave](#) and [Paco Rabanne 1 million](#).

For further information, please contact:

Sparkle PR Ltd

Nicola Boniface/Wendy Campling/Rachel Higgin

Tel: 020 8686 3141/020 8686 8441/020 8686 3290

E-mail: [Nicola@sparkle-pr.com](mailto:Nicola@sparkle-pr.com)/[wendy@sparkle-pr.com](mailto:wendy@sparkle-pr.com)/[rachel@sparkle-pr.com](mailto:rachel@sparkle-pr.com)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)