

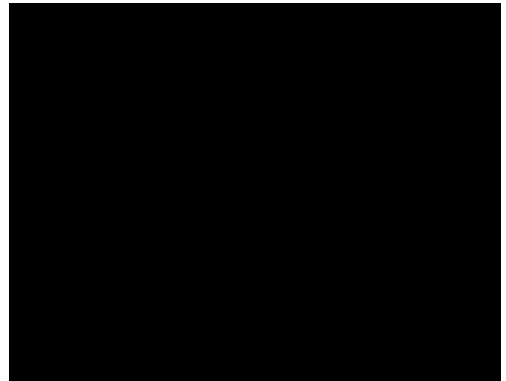
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## Versus - Pure Energy - By Versace

Rosa Girona - 03/09/2010

Floral, fruity and refined: the new Versace fragrance for self-assured and innovative women.

Quoting Donatella Versace: "Versus is pure energy. I wanted a perfume that expresses the strong contrast between the soft feminine side of romance and the bold inner strength that lies within every woman. This intense fragrance is dedicated to strong, fearless women."



First thing that comes to mind while describing Versace's new fragrance, are the contrasting characteristics being brought together to this one entity. A fragrance consisting of unique combinations like romantic aggressiveness and melodic punk. Its deep violet color oozes modernity, mystery and freedom.

The fragrance's energetic personality is caused by the combination of kumquat (a south Asian applefruit) and the tempting freshness of lemon. A blend of orange blossom, intensive stephanotis and luxurious pink centifolia, reflects the floral heart of the fragrance, showing its feminine side.

At the bottom its mysterious and seductive essence is being revealed: a fusion between the provocative sensuality of patchouli and depth bound musk.

Embossed on its bottle's center you can find the logo of Versus, lightened and surrounded by golden highlights. Deep vibrant tones imbedded in a purple mist, characterize this unique design.

Strong shades of color, brilliant light effects, unexpected contrasts between gold and silver: these are the features making Versus a desirable and definite 'must have' object.

Translated to English by Lizette Olthof