

# Brutal Fruit launches a fragrance in surprise move

South African Breweries' (SAB) spritzer brand Brutal Fruit has unexpectedly launched a Brutal Fruit fragrance, called You Belong.



Source: Supplied

The brand says in a press statement that the inspiration behind the release is to "celebrate a sisterhood that uplifts and positively affects all those they encounter".

"This year, external validation is out and self-love, self-acceptance and the confidence of belonging is definitely in," it adds.

Crafted in partnership with master perfumers and inspired by Brutal Fruit lovers, the You Belong fragrance blends sparkling citrus and floral top notes with a middle of sandalwood, plum and peach, subtly underscored by a base of tonka beans, labdanum and precious woods. Brutal Fruit describes the resulting bouquet as an "elegant, visceral experience that carries with it the feeling of belonging".



Jameson's Beatha skincare launch a PR stunt

6 Apr 2021



Ramona Kayembe, marketing manager, Brutal Fruit South Africa, comments on the launch saying, "It may seem unexpected, a fragrance, but in actual fact it makes perfect sense that we are fortunate enough to be able to bring our consumers such a unique offering – a scent which truly embodies and personifies that #YouBelongToAffect. We are so excited to share the You Belong fragrance with our South African consumers and we hope that the narrative continues to resonate, with everyone.

“We stand firm in our mantra and what better way to affect your entrance into a room or own a moment than with how you smell and how that scent makes you feel. The scent is simply incredible. We are very proud of this journey we are on.”

Details on stockists and price points are yet to be revealed.

For more, visit: <https://www.bizcommunity.com>