



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
HAIRDRESSERS

TRUEFITT&HILL

EST. 1805 • ST. JAMES'S • LONDON

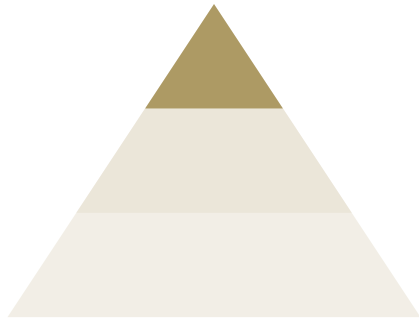
FRAGRANCE DESCRIPTIONS & HISTORY

FRAGRANCE PYRAMID

The referral to 'Notes' in perfumery are descriptors of the bouquet that can be sensed upon the application of a cologne. Notes are separated into three classes: top notes, heart notes, and base notes.

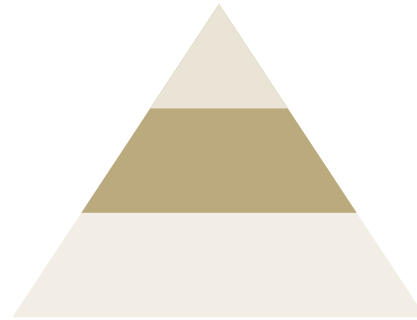


FRAGRANCE PYRAMID



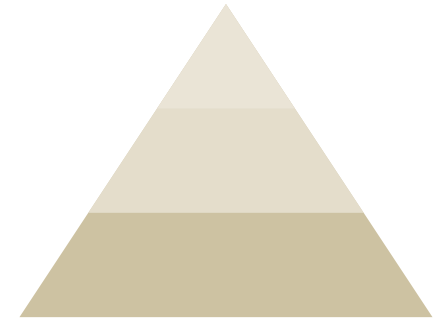
Top Notes

These are perceived immediately upon application of fragrance and consist of small, light molecules which provide the initial 'burst' and first impression of a fragrance, but evaporate quickly. They draw us in and are the first notes to catch the nose. Usually top notes are 'green', fresh and zesty and can include lemon, grapefruit, bergamot or lime.



Heart Notes

These follow on from the top notes and define the scent. Middle note compounds form the 'body' of the fragrance and are usually more mellow and 'rounded' with larger and smoother molecules which take longer to develop and much longer to evaporate. Rose, Lavender and Lilac are often used as heart notes.



Base Notes

Being the largest and heaviest molecules, the base notes lend solidity, resonance and depth. These develop around 30 minutes after application and evaporate slowly over several hours. The base notes include woods, resins, oakmoss, musks and together with middle notes, constitute the main theme of a perfume.



1805

The inspiration for this exciting blend was derived from an original formulation dating back to the late 1850s, when Truefitts offered a service of making up exclusive fragrances for various Regiments, prominent institutions as well as other persons of eminent status. The resultant fragrances had names evoking the glorious British past of Victoria's reign and amongst them one would find rich fougères such as 'The Choice of the Rifle Brigade', 'The Favourite of the Royal Artillery', 'Jockey Club Bouquet', 'The Royal London Yacht Club Bouquet' or 'Knickerbocker Nosegay', as well as delicately fragranced 'Palmerston Bouquet' which was specially blended for Viscount Palmerston, one of Queen Victoria's Prime Ministers. This blend was to inspire Truefitts' modern fragrance, 1805.

1805

The recipe for 'Palmerston Bouquet' lay unused for over a century and only in 1998 was it brought back to be reformulated and reorchestrated. 1805 was finally launched in 1999, a fragrance commemorating the year in which William Francis Truefitt opened its salon doors for the first time and thus established a business that was successfully to carry on for the next two centuries and beyond. 1805's original formulation may well have been blended by skillful hands of the founder's grandson, Henry Truefitt, however its successful reorchestration is now responsible for its unmistakably modern signature scent and its undoubted popularity.

TOP NOTES

WHITE MELON
OZONIC • BERGAMOT
LEMON

HEART NOTES

LILY
FLORAL • ROSE

BASE NOTES

SPICE
MOSS • MUSK
WOOD • AMBER



TRAFALGAR

Trafalgar owes its name to one of the most celebrated naval engagements in European history - the battle of Trafalgar. This famous maritime confrontation took place off Cape Trafalgar, on the southern coast of Spain, on 21st October 1805, the very year in which William Francis Truefitt established his business. The battle pitted a British fleet of 27 ships, under the command of Admiral Horatio Nelson, against a larger combined fleet of France and Spain. Nelson's bold battle strategy ensured that 20 French and Spanish ships had been destroyed or captured, while not a single British vessel was lost.

TRAFALGAR

The overwhelming British victory destroyed Napoleon's plan to invade England and helped to secure the British naval supremacy for years to come. The British however suffered almost 1500 casualties, amongst them, Britain's hero, Admiral Nelson, who was mortally wounded. This captivating, spicy yet fresh wood fragrance, which is both daring and sophisticated, was created for men who, very much like the hero of Trafalgar, tackle life's little problems with great gusto!

TOP NOTES
LEMONGRASS
BERGAMOT
ORANGE

HEART NOTES
NUTMEG
LAVENDER • CLOVE

BASE NOTES
CEDAR
AMBER WOODS • MUSK



WEST INDIAN LIMES

Since Christopher Columbus discovered the West Indies and claimed them for Spain in 1492, the Spaniards and later the Danes, Dutch, English and French gained great wealth from sugar and tobacco grown in the West Indies and took delight in exotic plants, fruits as well as spices and their unusual fragrances. The delicate, but powerful fragrance emitted from the leaves, flowers and citrus fruits encouraged their use in a variety of infusions and soon became popular in Royal Courts of Europe and England. Truefitts' first citrus fragrances were originally formulated in 1870s and quickly became favourite of Queen Victoria as well as gentleman and ladies of her Court.

WEST INDIAN LIMES

The Imperial Bouquet, especially blended for Queen Victoria by Truefitts' perfumers in 1876 to celebrate her crowning as Empress of India, was in fact a floral fougere with zesty and exotic top notes of citrus and orange blossom from which present day West Indian Limes fragrance has evolved. This enchanting fragrance was reorchestrated in 1989 with great success making it one of Truefitts' most popular, classic scents, which to this day remains favourite with British Royalty.

TOP NOTES
EXOTIC LIME
BERGAMOT
LITSEA CUBEBA

HEART NOTES
LILAC
LAVENDER • ROSE
APPLE • CLOVE

BASE NOTES
ORANGE BLOSSOM



GRAFTON

Grafton is another fragrance whose name is intertwined with and inspired by rich naval tradition of Britain. This classical, woody fragrance with spicy oriental notes was named to commemorate a long line of HMS Grafton battleships. The completion of the first HMS Grafton ship in 1679 marked the beginning of a lengthy and noble history for a long line of ships that have borne that name and have served throughout the world since the 17th century till present day.

GRAFTON

The name 'Grafton' was given to Truefitts' newly blended fragrance in 1983 at the suggestion of one of HMS Grafton's officers who, while being attended to by a Truefitts' barber, particularly liked this unmistakably masculine fougere aroma and suggested that the new fragrance be named after the gracious line of HM battleships.

TOP NOTES

BASIL
LAVENDER • LEMON

HEART NOTES

BASIL
WOODY • CEDAR • ROSE

BASE NOTES

SANDALWOOD
PATCHOULI • TONKA
AMBER • MUSK



SANDALWOOD

Sandalwood is the newest fragrance addition to the Truefitt & Hill collection. Launched in 2011, this sophisticated and refined fragrance for today's man is firmly anchored with soft base notes of sandalwood, tonka and cedarwood, while delicate middle accords of lavender and jasmin blend easily with fruity twist of pineapple and melon to add a sparkle of freshness to this vibrant scent.



SANDALWOOD

Top notes of lemon and bergamot give perfect finishing touch and artfully combine for a sublime and rich cologne. This fresh update for a subtle classic has quickly become of the most popular fragrances for the modern gentleman.

TOP NOTES

HERBAL
CITRUS

HEART NOTES

ROSE
GERANIUM
MUGUET • LAVENDER

BASE NOTES

SANDALWOOD
AMBER • MUSK
TONKA • MOSS

SPANISH LEATHER

Spanish Leather, a rich but subtle blend of woody, leathery and spicy notes, truly captures the spirit of old Granada and Castile. This very masculine fragrance is one of the oldest in Truefitts' stable with the time of its original formulation dating back to around 1814. It is thought to have been formulated during a time when all of England was waiting with great anticipation for any news from Spain regarding the British military campaign that was at the time being led by the gallant Arthur Wellesley (later the 1st Duke of Wellington) in the Peninsular War. Wellington's military brilliance had led his troops to win a series of victories against Napoleon, which had resulted in the expulsion of French and allied armies from Portugal and Spain. Wellington's military career culminated in one of the most legendary battles – the Battle of Waterloo in 1815, during which there occurred an incident that gave rise to one of the most famous anecdotes in military history. When a cannonball shattered one of Wellington's generals - Lord Uxbridge's leg, he is reported to have called out to Wellington: "By God, sir. I have lost my leg." To which Wellington calmly replied: "By God, sir. I believe you have." As the Duke of Wellington, renowned for his elegance and fastidiousness personal grooming, was amongst Truefitts' most devoted patrons, it is just possible that notes of Spanish Leather accompanied him on the battlefield of Waterloo and witnessed this exchange.... This old and traditional fragrance was extensively re-orchestrated in 2001 bringing it firmly into the 2nd millennium and has become a favourite with stylish men who enjoy a touch of nostalgia.



TOP NOTES

MUSK
ORANGE • BERGAMOT • PIMENTO

HEART NOTES

WOODY
CINNAMON • PATCHOULI
ROSE • ORRIS • CEDAR • SANDAL
SPICY COMBINING CARNATION

BASE NOTES

LEATHER
SWEET BALSAMIC AND POWDERY
COMBINING AMBER
VANILLA • OLIBANUM
MOSS • MUSK • TONKA

CLUBMAN

Clubman owes its name to the favourite status it enjoyed with the members of exclusive gentlemen's clubs of St James's who frequented Truefitt's Hair Cutting Rooms. It drew its origin from a fragrance initially formulated especially for The Great Exhibition of 1851, which was housed at the Crystal Palace – the "Exhibition (1851) Bouquet". This exhibition was viewed by proud Victorians as a monument to their own cultural and technological achievements and any progressive company took great pride in participation. Needless to say, Walter Truefitt's business, which at that stage enjoyed a most prominent position and gave employment to 14 men and 4 women, was one of the exhibitors.

Clubman was subsequently reformulated in 1880s and most recently in 1999. Today's modern interpretation of this fresh aromatic fougere with its subtle sophistication of chypre and woody aspects gives it depth and character and makes it ideal for day as well as evening wear. Clubman's top notes of Lavender, Lemon, Tagette and Mint envelop the heart of Geranium, Rose and Fern and gently lay on the bed of woods, amber and musk.



TOP NOTES

MARZIPAN
FRESH GREEN COMBINING
BERGAMOT • LEMON
LAVENDER • ARTEMISIA
TEGETES • MANDARIN
GREEN NOTE • MINT

HEART NOTES

PATCHOULI
WOODY • CINNAMON • ROSE
ORRIS CEDAR • SANDAL
SPICY COMBINING CARNATION

BASE NOTES

MOSS
SWEET BALSAMIC • LEATHER &
POWDERY COMBINING AMBER
VANILLA • OLIBANUM
MUSK • TONKA

FRESHMAN

Freshman is based on one of the first formulations of William Francis Truefitt actually dating back to 1805. This subtle and refreshing fougere was blended with fashion conscious undergraduates of prestigious universities such as Oxford and Cambridge in mind, who frequented Truefitt's Salons while in London, eager to look and smell their best while attending various fashionable gatherings and mingling with London's high society. Throughout the years, Freshman underwent numerous reformulations and reorchestrations keeping up with the ever changing vagaries of fashion.

This, fresh aromatic fougere, was most recently reorchestrated in 1999 into an unmistakably contemporary fragrance in which top notes of Lemon, Bergamot, Rosemary, Mint and Orange Blossom surround the heart of Clary Sage, Lily of the Valley, Jasmin and Ylang-ylang comfortably rest on base notes of woods, Musk and Oakmoss. Blended for a young, contemporary men of taste and sophistication.



TOP NOTES

BERGAMOT
FRESH GREEN SPICY COMBINING
LEMON • ORANGE BLOSSOM
GREEN COMPLEX
MINT • ROSEMARY

HEART NOTES

GERANIUM
LILY • JASMIN • DRY FLORAL
COMBINING CLARY SAGE

BASE NOTES

MINT
WOODY • MOSS COMBINING
SANDAL • CEDAR • AMBER
MOSS • MUSK



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
HAIRDRESSERS

TRUEFITT & HILL

EST. 1805 • ST. JAMES'S • LONDON