

A surreal cityscape with a dense grid of buildings. The sky is filled with large, billowing clouds in shades of pink, orange, and light blue. The buildings are rendered in a similar color palette, with some taller, more prominent structures in the background. The overall atmosphere is dreamlike and vibrant.

ARROGANCE

MILANO



ARROGANCE

MILANO

THE NEW ERA

1

SUSTAINABILITY

Taking care of ourselves in a conscious way and respecting the environment surrounding us through the selection of raw materials, production processes and eco-designed packaging.

SOSTENIBILITA'

Prendersi cura di sé in modo consapevole e nel rispetto dell'ambiente che ci circonda attraverso la selezione di materie prime, processi produttivi e imballaggi eco-concepiti.

2

EVOLUTION

A constant renewing of the brand while preserving the identity of its products.

EVOLUZIONE

Un percorso di costante aggiornamento del brand preservando l'identità dei suoi prodotti.

3

ELEVATION

An epochal moment in the history of the brand, increasingly committed to support its prestigious image.

ELEVAZIONE

Un momento epocale nella storia del brand, sempre più impegnato a sostenere la sua immagine prestigiosa.

ARROGANCE MILANO

► RELOVEUTION ► RELOVEUTION ► RELOVEUTION ► RELOVEUTION ► RELOVEUTION ► RELOVEUTION ► RELOVEUTION ► RELOVEUTION

- *Lines and proportions have been preserved.*
- *Precious finishing.*
- *Hollowed bottom to enhance the slender line.*
- *Restyling of the case with a refined relief effect.*
- *Same unmistakable fragrance.*

- *Linee e proporzioni conservate.*
- *Finiture preziose.*
- *Fondo incavato per valorizzare la linea slanciata.*
- *Restyling grafico dell'astuccio con un raffinato effetto rilievo.*
- *Stessa inconfondibile fragranza.*



ARROGANCE

MILANO

THE **NEW** FRAGRANCE

Strong and edgy, like the charismatic personality in inspires. Direct and confident, MINERAL BLACK is the fragrance of the fearless man who faces life with a bold and self-confidence spirit.

Forte e graffiante, come la personalità carismatica a cui si ispira. Diretto e sicuro di se, MINERAL BLACK è la fragranza dell'uomo impavido che affronta la vita con spirito audace e self confident.



ARROGANCE MINERAL BLACK

► NEW FRAGRANCE ► THE NEW FRAGRANCE ► THE NEW FRAGRANCE ► THE NEW FRAGRANCE

This strong and decisive man has an essential, elegant and sophisticated taste. He appreciates the attention to details that he looks in every accessory, first of all its perfume.

Forte e deciso, ha un gusto essenziale, elegante e sofisticato, apprezza la cura per i dettagli che ricerca in ogni accessorio, in primis il suo profumo.



EAU DE PARFUM SPRAY

100 ML



EAU DE PARFUM SPRAY

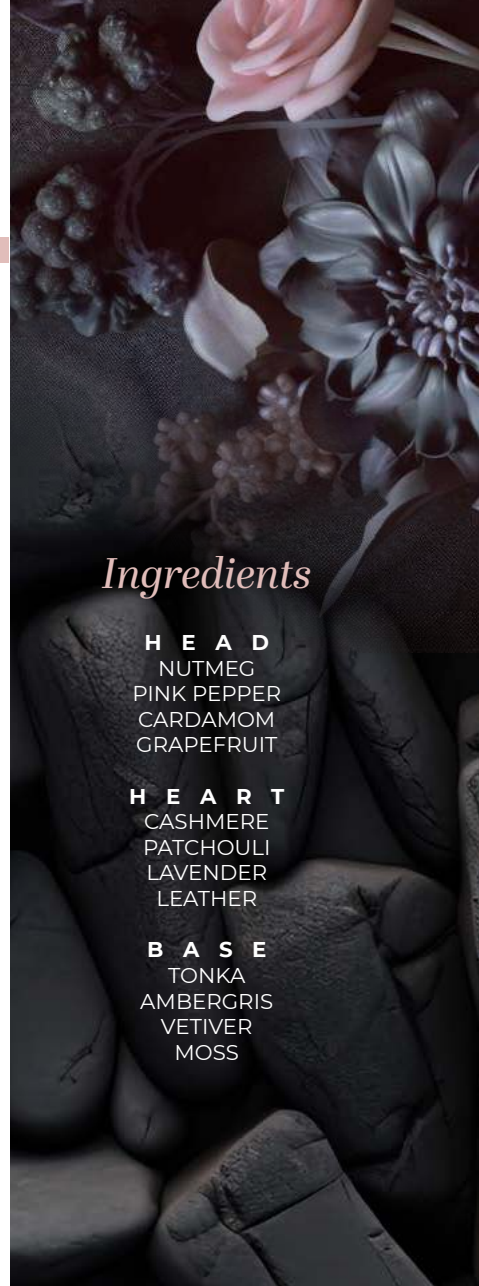
50 ML

Ingredients

H E A D
NUTMEG
PINK PEPPER
CARDAMOM
GRAPEFRUIT

H E A R T
CASHMERE
PATCHOULI
LAVENDER
LEATHER

B A S E
TONKA
AMBERGRIS
VETIVER
MOSS



ARROGANCE MINERAL BLACK

► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE



AFTER SHAVE SPRAY

100 ML



DEODORANT SPRAY

150 ML



HAIR & BODY SHAMPOO

400 ML



BODY LOTION

400 ML

ARROGANCE MILANO

ANNIVERSARY



Ingredients

HEAD

FREESIA,
LEMON,
SICILIAN ORANGE,
MELON

HEART

TRANSPARENT FLOWERS,
TIARÈ,
WHITE MUSK

BASE

AMBERGRIS



Ingredients

HEAD

BRAZILIAN ORANGE,
LEMON,
PINK PEPPER,
BLACK PEPPER

HEART

JASMINE,
GERANIUM,
LAVENDER

BASE

CEDARWOOD,
OAK MOSS,
AMBERGRIS,
TONKA BEAN,
VETIVER



ARROGANCE

FEMME

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

A tribute to the most sophisticated femininity, underlined by the new color code that anticipates a bright and intense bouquet.

An elegant and floral fragrance, in which vibrant citrus chords and enveloping white flowers blend, sealed by woody and musk notes.

Un omaggio alla femminilità più sofisticata, sottolineata dall'inedito codice colore che anticipa un bouquet luminoso e intenso.

Una fragranza elegante e floreale, in cui si fondono vivaci accordi agrumati e avvolgenti fiori bianchi, sigillati da note legnose e muschi.



EAU DE PARFUM SPRAY

100 ML



EAU DE PARFUM SPRAY

50 ML

ARROGANCE

UOMO

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

Lively and charismatic, like the strong personality it inspires, underlined by an intense and enveloping color code. A tribute to the exploration of distant lands, this ambery fougère fragrance blends the most vibrant citrus fruits with generous flowery chords and spices, sealed by enveloping woody chords.

Vivace e carismatico, come la personalità forte cui si ispira, sottolineato da un codice colore intenso e avvolgente. Omaggio all'esplorazione di terre lontane, questa fragranza fougère ambrata, combina gli agrumi più vivaci con generosi accordi fioriti e spezie, sigillati da legni avvolgenti.



EAU DE PARFUM SPRAY

100 ML



EAU DE PARFUM SPRAY

50 ML



AFTER SHAVE SPRAY

100 ML

ARROGANCE

MILANO



ARROGANCE

FEMME

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

Dinamic and independent. Aware of her femininity, the woman who wears ARROGANCE FEMME lives intensely every moment of the day with the intense notes of her perfume.

Dinamica e indipendente. Consapevole della sua femminilità, la donna che indossa ARROGANCE FEMME vive intensamente ogni momento della giornata, accompagnata dalle note intense e avvolgenti del suo profumo.



EAU DE TOILETTE SPRAY

100 ML



EAU DE TOILETTE SPRAY

50 ML



EAU DE TOILETTE SPRAY

30 ML

Ingredients

H E A D
BERGAMOT
ORANGE
WHITE LILY

H E A R T
JASMINE
ROSE
ORANGE FLOWERS

B A S E
CEDAR
OAK MOSS
MUSK

ARROGANCE

FEMME

▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE



DEODORANT SPRAY

150 ML

SHOWER GEL

200 & 400 ML

BODY LOTION

200 & 400 ML

BODY CREAM

250 ML

ARROGANCE

MILANO



ARROGANCE
Passion

ARROGANCE Passion

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

Resilient and eclectic. The ARROGANCE PASSION woman coquers with her way of being, a mix of energy and femininity with which she faces the everyday challenges, for her vibrant perfume, like the intensity of her nature.

Determinata ed eclettica. La donna ARROGANCE PASSION conquista con il suo modo di essere, un mix di energia e femminilità con cui affronta le sfide di ogni giorno. Per lei un profumo vibrante, come l'intensità del suo carattere.



EAU DE TOILETTE SPRAY

100 ML



EAU DE TOILETTE SPRAY

50 ML



EAU DE TOILETTE SPRAY

30 ML

Ingredients

HEAD
MANDARIN
JASMINE
ORANGE FLOWER

HEART
TUBEROSE
CUMIN
HELIOTROPE

BASE
AMBER
CASHMERE
WOOD
CEDARWOOD



ARROGANCE *Passion*

▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE ▶ BATH LINE



DEODORANT SPRAY

150 ML



BODY CREAM

250 ML

ARROGANCE

MILANO



ROSE REBEL

▶ FRAGRANCE ▶ FRAGRANCE ▶ FRAGRANCE ▶ FRAGRANCE ▶ FRAGRANCE ▶ FRAGRANCE

Intriguing and gently rebellious, a fragrance with a strong and multifaceted personality. A riot of fruity notes and enveloping floral chords from which the unprecedented marshmallow note, the true protagonist of this bouquet, stands out sealed by sensual gourmand notes and precious woods.

Intrigante e dolcemente ribelle, una fragranza dalla personalità forte e sfaccettata. Un tripudio di note fruttate e avvolgenti accordi fioriti da cui spicca l'inedita nota marshmallow, vera protagonista di questo bouquet, suggellato da sensuali note gourmand e legni preziosi.



EAU DE TOILETTE SPRAY

100 ML



EAU DE TOILETTE SPRAY

50 ML



EAU DE TOILETTE SPRAY

30 ML

Ingredients

H E A D
BERGAMOT
PEAR
BLACKBERRY

H E A R T
BLACKCURRANT
JASMINE
MARSHMALLOW

B A S E
CASHMERE
AMBERGRIS
VANILLA

ROSE REBEL

► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE



SHOWER GEL

200 & 400 ML

BODY LOTION

200 & 400 ML

ARROGANCE

MILANO



ARROGANCE BLUE

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

Ambitious, outgoing and brilliant, the man who wears ARROGANCE BLUE loves challenges, he is a free spirit who dares with irony in the everyday choices. His perfume, indispensable accessory, has a vibrant freshness that best expresses its personality

Ambizioso, estroverso e brillante, l'uomo che indossa ARROGANCE BLUE ama le sfide, è uno spirito libero che osa con ironia nelle scelte di tutti i giorni: Il profumo, suo irrinunciabile accessorio, con vibrante freschezza esprime al meglio la sua personalità.



EAU DE TOILETTE SPRAY

100 ML



EAU DE TOILETTE SPRAY

50 ML



EAU DE TOILETTE SPRAY

30 ML

Ingredients

H E A D
SICILIAN ORANGE
GRAPEFRUIT
BERGAMOT
APPLE
MINT

H E A R T
CINNAMON
CARDAMOM
PINK PEPPER
NUTMEG

B A S E
VANILLA
SANDALWOOD
MODERN AMBER
MUSK

ARROGANCE BLUE

► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE



AFTER SHAVE SPRAY

100 ML



DEODORANT SPRAY

150 ML



HAIR & BODY SHAMPOO

200 & 400 ML

ARROGANCE

MILANO



ARROGANCE
UOMO

ARROGANCE

UOMO

► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE ► FRAGRANCE

Dinamic and self-confident, the ARROGANCE UOMO man charms with his charisma and conquers with exuberance and pinch of madness. Free from preconceptions, he savor every moment and he faces life like a journey with accord of his perfume.

Dinamico e sicuro di sé, l'uomo ARROGANCE UOMO affascina con il suo carisma e conquista con esuberanza ed un pizzico di follia. Libero da preconcetti, assapora ogni momento della vita che affronta come un viaggio, accompagnati dagli accordi speziati del suo profumo.



EAU DE TOILETTE SPRAY

100 ML



EAU DE TOILETTE SPRAY

50 ML



EAU DE TOILETTE SPRAY

30 ML

Ingredients

H E A D
BERGAMOT
MANDARIN
NEROLI
PETITGRAIN

H E A R T
LAVANDER
BASIL
CORIANDER
JASMINE
LILY OF THE VALLEY

B A S E
SANDALWOOD
CEDARWOOD
PATCHOULI
VETIVER

ARROGANCE UOMO

► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE ► BATH LINE



AFTER SHAVE SPRAY

100 ML



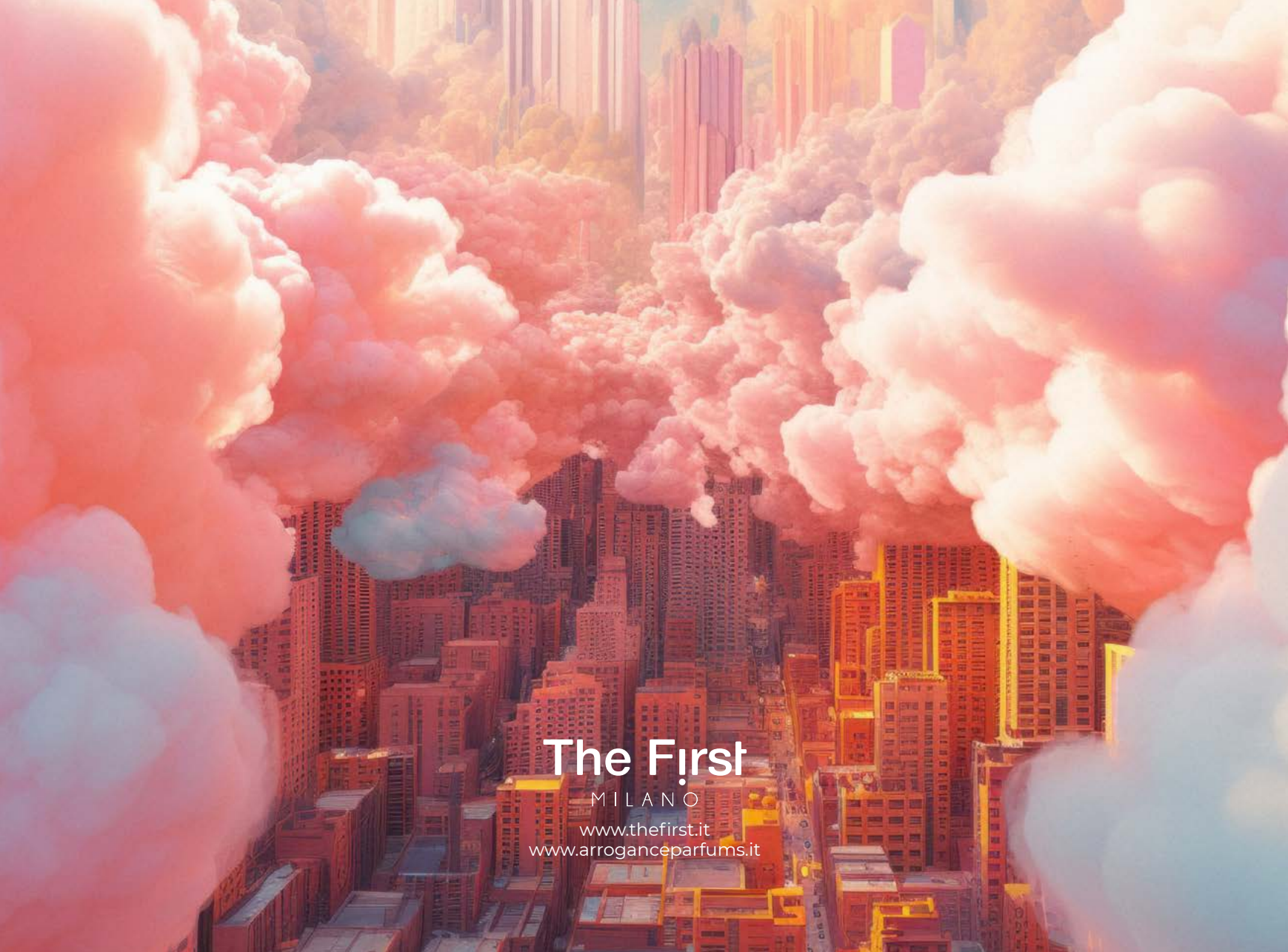
DEODORANT SPRAY

150 ML



HAIR & BODY SHAMPOO

200 & 400 ML



The First

MILANO

www.thefirst.it

www.arroganceparfums.it