

MÄURER & WIRTZ

4711

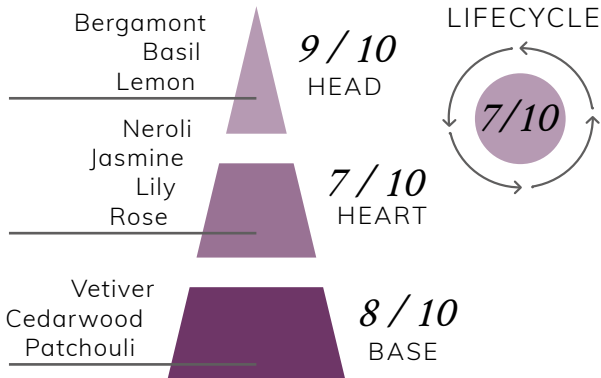
EST. 1792

The world's oldest cologne still in production today opens on a delicate citrus blast of bergamot and lemon with aromatic notes of basil. Neroli draws us towards a floral heart of jasmine, lily and rose. Finally, warm, leathery vetiver emerges bringing fresh notes of cedarwood and earthy patchouli with it.

31/40

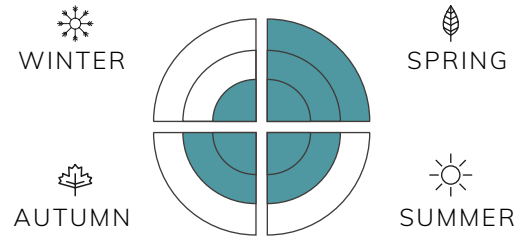
COMPOSITION

THE ELEMENTS OF THE FRAGRANCE



SEASONALITY

BEST SEASONS TO WEAR THE FRAGRANCE



FRAGRANCE FAMILY: *Aromatic Citrus*

CONCENTRATION: EAU DE COLOGNE

26/30

3RD PARTY FEEDBACK

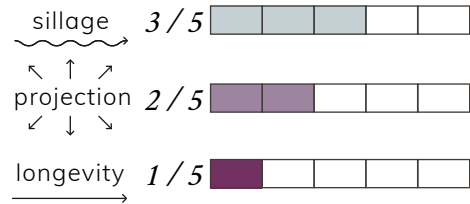
WHAT OTHER PEOPLE SAY

“Such a wonderful smell and delicate aroma. Love it.”

Smells a bit like old people but I really like it, actually.”

WAKE & STRENGTH

HOW THE FRAGRANCE RADIATES FROM YOUR BODY



4/5

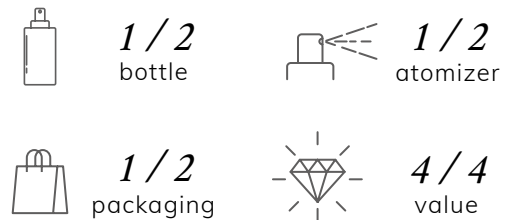
IMPRESSIONS

HIGH-LEVEL USAGE THOUGHTS



PRESENTATION

OVERALL USAGE EXPERIENCE



/100ml	
RRP	PAID
\$25	\$10

SCORE & CONCLUSION

4711 has endured for over 200 years with good reason. The original eau de cologne is an ideal companion for freshening up during a hot summer's date. It's also perfect as a post-shower fragrance for giving a kick or even to use for layering with another scent. Every self-respecting enthusiast should own a bottle.

74/100

Scoring Key: Below 40: Mediocre | 41-60: Average | 61-80: Good | 81-100: Outstanding

To Read About How The Fragrance Formula Works Go To: BespokeUnit.com/Fragrance/Formula

Learn About Fragrances: History, Families, Seasonality, Life-Cycles, and The Best Brands at BespokeUnit.com/Fragrance

Reviewed by Charles-Philippe Bowles on the 9th of November 2017 - Concept & Design by Paul Anthony & Charles-Philippe Bowles