

Beat: Lifestyle

## **LONDON CALLING - FRAGRANCE DU BOIS CREATION INSPIRED BY ONE OF GREATEST CITIES**

**SONG BY BRITISH PUNK ROCK BAND THE CLASH**

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**USPA NEWS** - 'London Calling', the song written and performed by iconic British punk rock band The Clash, has been an anthem for more than three decades since its release in 1979. Gritty and uncompromising, The Clash blazed a trail with their unique brand of music and virtuosity,...

'London Calling', the song written and performed by iconic British punk rock band The Clash, has been an anthem for more than three decades since its release in 1979. Gritty and uncompromising, The Clash blazed a trail with their unique brand of music and virtuosity, and London Calling struck a chord with many at the time. Fragrance Du Bois will be doing the same with its new perfume, London Oud, created for celebrity client and London resident, David Haye, the former World Heavyweight Boxing Champion.

'When David Haye first approached us to create this fragrance back in 2013,' said Nicola Parker, Brand Director at Fragrance Du Bois, 'I was both thrilled and a little trepidatious. I was brought up in and around London, and worked there for several years in the fashion industry. Helping to create a fragrance that told the story of a city that is close to my heart, was going to be a challenge, but also a dream job...'

Source : Fragrance Du Bois

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