



TRUEFITT & HILL
EST. 1805 • ST. JAMES'S • LONDON

GROOMING MEN FOR GREATNESS SINCE 1805



Over two centuries, Truefitt & Hill has chronicled both extraordinary and ordinary figures and events in the history, not only of our great isle, but of the world. Our narrative reflects the importance of Truefitt & Hill's place in history and the names of our products often refer to historic events and evoke the long forgotten elegance of bygone eras.

APSLEY

Created as a homage to the 1st Duke of Wellington, who defined fashion after his success at Waterloo, and named after Apsley House, the former home of this famous Truefitt & Hill devotee, the scent combines a unique blend of grapefruit and pepper, supported on a heart of cedar-wood and patchouli, accentuated with notes of musk and laid over a base of smouldering autumn woods and spice.

Indeed, Apsley shares characteristic of the hero of Waterloo, who remained an imperturbable figure in a fast changing early 19th Century Britain. His taste, his dress, his appearance, all effortless yet immediately noticeable, simple in its grandeur, and majestic in its simplicity.

Such is the popularity of Apsley fragrance line that, Truefitt & Hill have now added to this much sought after range Apsley Luxury Shaving Soap, Apsley Shaving Cream Tube as well as Apsley Luxury Soap.



APSLEY SHAVE CREAM TUBE

Our shave cream tube has been designed bearing in mind the discerning gentlemen on the go. Perfectly packaged for a weekend away or a meeting abroad, this splendid yet convenient sized cream joins the Apsley family and is, without a doubt, the essential washbag item.

Apsley shave cream combines a unique blend of grapefruit and pepper, supported on a heart of cedarwood and patchouli – a species of mint much favoured in the gardens of Apsley House – and enriched by sensual notes of musk.

Carefully crafted by our expert team, Truefitt & Hill's shave cream tube has been formulated in such a way as to lightly hydrate and balance the skin to achieve the ultimate close shave without the irritation.



APSLEY LUXURY SOAP

At Truefitt & Hill, our centuries old gentlemen's toiletries are carefully blended with natural and discreet fragrances to stimulate, soothe, calm and refresh the skin.

Debuting at Truefitt & Hill in March is our luxurious, vegetable-based, gentleman's soap. With an inimitable blend enriched with the moisturising properties of shea butter, Apsley soap has been triple-milled to ensure superior quality. Its rich lather provides a gentle restorative action, leaving skin feeling naturally soft and cleansed, aiding the elasticity of the skin without drying it out.

Apsley's signature fragrance, subtly fused with a refined blend of smouldering autumn woods and spice, is accentuated by light citrus accords to ignite the senses in this truly luxurious single 200gm soap.



APSLEY LUXURY SHAVING SOAP

Truefitt & Hill's Apsley luxury shaving soap arrives in April. It has been carefully formulated to naturally enhance and soothe the skin and uniquely blended with our signature Apsley scent. Apsley shaving soap combines with great aplomb both a heady fusion of smouldering autumn woods and light citrus notes – it has just the right balance to create a rich lather with a light finish.

First created more than 200 years ago, our range of luxury shaving soaps have been the bathroom essential for generations of judicious males – from statesmen, to actors to Dukes and Kings.

Presented in a hand-turned and polished wooden bowl, Truefitt & Hill's Apsley 99gm shaving soap sits regally in any bathroom setting.

Truefitt & Hill North America

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