

Calvin Klein celebrates women's empowerment in new fragrance

By **Jas Ryat** on March, 19 2019 | Fragrances, Cosmetics, Skincare & Haircare



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Calvin Klein has unveiled a new fragrance, Calvin Klein Women, drawing inspiration from the multifaceted identity of femininity today.

Described as empowering, free-spirited and uplifting, Calvin Klein Women Eau de Toilette is said to radiate optimism.

It continues the #IAMWOMEN conversation that began with the Calvin Klein Women Eau de Parfum.

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Created by Master Perfumer Honorine Blanc and Perfumer Annick Menardo, the juice blends woody, warm and sensual notes. Top notes comprise lemon, cassis buds, raspberry, pink pepper; mid notes are white peony, orange flower petals, and Rose Centifolia; while the dry down features olibanum,

cedarwood, Ambrox Super, and musks.

Created by Suzanne Dalton in collaboration with artist Anne Collier, Calvin Klein Women blends the worlds of fashion, fine art and photography.

The transparent glass bottle and artwork is reimagined with soft pastel yellow juice. A similar combination is used on the outer packaging that features the eye surrounded by a yellow carton.

The advertising campaign will continue to feature Saoirse Ronan and Lupita Nyong'o by artist Anne Collier, while seeking to promote innovation with still visuals.

The still life shows two women's hands holding the fragrances under a clear blue sky, lightened by sunshine.

Calvin Klein Women Eau de Toilette was available globally beginning December 2018. Travel retail on-counter dates are: February 2019 for the US and Europe, and March for Asia Pacific.