

## Calvin Klein to launch first fragrance under new Creative Director Raf Simons

By **Hibah Noor** on | Fragrances, Cosmetics, Skincare & Haircare



The Calvin Klein Women bottle has a new twist – a graphic, oversized disc-shaped cap, a canvas for a photographic print by Anne Collier

Calvin Klein is to unveil a new fragrance in travel retail this September – the first fragrance developed under the vision of Chief Creative Officer Raf Simons.

Calvin Klein Women draws inspiration from the multifaceted identity of femininity today and the ability of women to transform themselves. It is also inspired by freedom, by the notion of resisting definition and living by your own rules.

The fragrance is said to mirror the creative spirit of Raf Simons and bring in a new era at Calvin Klein.<sub>1</sub>

Developed with an all-female cast, the campaign champions iconic women of past generations and celebrates heroines of contemporary culture.

The campaign, under the hashtag #IAMWOMEN, is a celebration of women, by women.

Created in partnership by Lloyd & Co and artist Anne Collier, whose distinct photographic artwork also features on both the packaging and the radical flacon design, the campaign stars two women helping to shape a new Hollywood landscape: Lupita Nyong'o and Saoirse Ronan.

Award-winning actors and voices of their generation, both women are recognized for their talent, creativity, intelligence and strength of character, the company said. They are aspirational figures and inspirations to women around the world.

Both Nyong'o and Ronan feature in a pair of striking portraits by Collier.

Reflecting Collier's artwork, which creates arresting juxtapositions, the campaign presents a triptych image of these actors juxtaposed with iconic female figures chosen by Nyong'o and Ronan themselves as women who have inspired and influenced them.

Nyong'o's iconic women are Eartha Kitt and Katharine Hepburn, while Ronan selects Sissy Spacek and Nina Simone.

## CALVIN KLEIN WOMEN



#IAMWOMEN



The campaign visual presents a triptych image of actors Lupita Nyong'o and Saoirse Ronan juxtaposed with iconic female figures who have inspired them

### Fusing art and fashion

Created by perfumers Annick Menardo and Honorine Blanc, the light pink-hued fragrance builds around three core ingredients – orange flower petals, fresh eucalyptus acorns, and a rich Alaskan cedarwood, combined with black pepper and lemon sfuma, a bouquet of magnolia grandiflora and

jasmine absolute, and the strength of olibanum essential oil and Ambrox Super.

The bottle and packaging aim to express the creative identity of Raf Simons' Calvin Klein, spanning art and fashion.

Created by Suzanne Dalton in collaboration with Anne Collier, the flacon evokes a timeless femininity, with an ergonomically rounded shape in weighted glass and silver collar and pump, drawing on traditional fragrance archetypes.

The bottle also has a new twist – a graphic, oversized disc-shaped cap, a canvas for a photographic print by Anne Collier.

Recreating the container as an objet d'art, the bottle seeks to blur the boundaries between art and fashion, and continues a tradition of rule-breaking and transgression synonymous with Calvin Klein, the company said.

The artwork featured on both the bottle and packaging is a female eye, looking outwards to the world, reflecting Simons' fascination with contemporary art, and his transposing of works by figures such as Andy Warhol onto clothing designs.

Here, Collier's work is framed either by the circular shape of the bottle stopper – where it becomes an art object in itself – or the white packaging of the perfume itself, functioning like an unconventional gallery wall in miniature.

The fragrance will be on-counter in travel retail this September in Europe, Asia and the Americas.

The 50ml edp spray retails at US\$63.50 and the 100ml is US\$79.00. A 200ml body lotion is also available.