

Coty discovers a trio of hot summer scents

By **Hibah Noor** on February, 9 2016 | Fragrances, Cosmetics, Skincare & Haircare

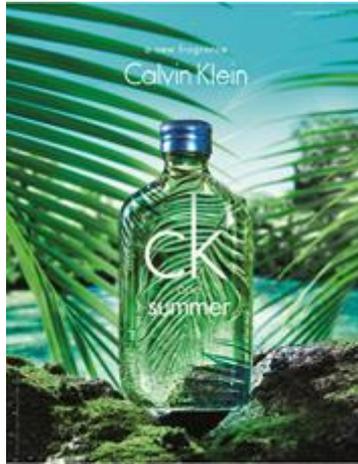


Coty-owned Calvin Klein's three summer fragrances have been revealed as Eternity summer, Eternity summer for men, and ck one summer.

Developed for both men and women, ck one summer is a fresh citrus fruity fragrance described as rebellious, carefree and exhilarating.

Inspired by the jungle, the top notes are green apple, lime mojito and green ginger, with middle notes of guava, tiare Tahiti and juniper, followed by coconut milk, cedarwood and tree moss at the drydown. The perfumer is Pierre Negrin.

The iconic ck one summer bottle is said to capture the lush exotic beauty of nature. The back of the glass bottle is textured with raised palm leaves that create the illusion of looking deep into the jungle. The glass bottle glistens in vibrant greens and blues as the bright white ck one summer logo pops forward against the vivid palms.



The advertising campaign takes you deep in the jungle, secluded by palm trees and lush tropical foliage, which becomes the backdrop for the glistening bottle and wild summer fun.

The fragrance is available in 100ml (3.4oz) edt spray.

The second fragrance, Eternity summer Calvin Klein, is said to transport wearers to an exotic retreat where natural beauty blends with blissful tranquillity, where clear water shimmers in the sun and palm leaves create a cool, airy elegance.

Described as bright, cool and calm, Eternity summer Calvin Klein for women is an exotic floral with top notes of palm tree accord, pear blossom and bergamot, middle notes of frangipani, jasmine and tuberose mist, with a musk, vanilla and blonde wood drydown. The perfumer is Laurent le Guernec.

Meanwhile, Eternity summer Calvin Klein for men is designed to be exhilarating, fresh and confident. The salty fougère juice has top notes of cilantro, lime and bergamot, middle notes of salty accord, sage and basil, and cedarwood, amber and musk at the drydown. The perfumer is Jean Marc Chaillan.

In their packaging, Eternity summer reinterprets the legendary Eternity bottles through the lens of a sun-drenched tropical paradise. Gradient shades of soft blue, green and violet flow from the smooth curves of the men's bottle to the sleek lines of the women's bottle, aiming to create visual harmony.

The Eternity summer Calvin Klein advertising campaign seeks to transport you to a palm-shaded exotic retreat where vivid tropical tones and textures evoke a lush, relaxing sensation.

The men's and women's fragrances are both available in 100ml (3.4oz) edt spray.

On-counter dates for the three summer fragrances are February 2016 for Asia Pacific and US travel retail, and March 2016 for European travel retail.