

# Calvin Klein Fragrances inspired by Summer Daze



## CK One Summer Daze

Coty has launched three new limited-edition scents for Calvin Klein Fragrances' CK One and Eternity pillars.

CK One Summer Daze is the newest line to join the CK One fragrance pillar.

The fragrance is inspired by the ultimate road trip with friends in the American West, and the freedom felt on the open road.

This limited-edition collaboration with British artist Harry Cartwright is inspired by his signature style of iconic American imagery. The packaging features the artist's innovative, vibrant illustrations to celebrate summer.

The updated CK One Summer Daze bottle embodies summer heat with vibrant orange glass and bold yellow branding.

To create this edt, Firmenich enlisted master perfumer Ilias Ermenidis and senior perfumer Clement Gavarry.

Described as bright and luminous, CK One Summer Daze opens with a zesty, citrusy top note of kumquat. An iced mint tea note at the heart lends freshness, while musk and vetiver ground the juice.

CK One Summer Daze is a vegan formula, formulated with naturally derived alcohol, and contains 89% ingredients from natural origin.

The fragrance is on-counter from March 1 in Europe and from April 1 in Asia Pacific. TAIRO is handling the launch in the Americas.



## Calvin Klein Eternity Summer Daze for Women

Also for summer 2022, the Calvin Klein Eternity pillar returns with Summer Daze for Men and Summer Daze for Women.

The Calvin Klein Eternity Summer Daze fragrances are inspired by the relaxed feeling of a romantic summer holiday with your partner.

The Calvin Klein Eternity bottles are modernized with vibrant new juices – turquoise blue for men and pink for women – and outer packaging designed in collaboration with artist Harry Cartwright.

The imagery features a backdrop of the beach with two silhouettes taking a romantic stroll along the water. Photographed in black and white, the monochrome packaging pays homage to the signature Eternity ad campaign also shot without color.

Perfumers Jacques Huclier of Givaudan and Laurent Le Guernec of IFF reimagined the original Eternity<sub>3</sub>

compositions for men and for women respectively, with fruitier and fresher notes.

Eternity Summer Daze for Men is a fougere fruity edt with sparkling oceanic notes, while Eternity Summer Daze for Women is a floral fruity edp symbolic of femininity and youth.



## Calvin Klein Eternity Summer Daze for Men

The juice for Calvin Klein Eternity Summer Daze for Men opens with an uplifting mandarin top note. At the heart aromatic lavender adds a sense of relaxation, completed with a minty wood base.

Eternity Summer Daze for Men is a vegan formula, formulated with naturally derived alcohol, and contains 87% ingredients from natural origin.

Calvin Klein Eternity Summer Daze for Her has a top note of iced red berries granita providing a refreshing fruity accord. At the heart, rose water adds a sophisticated floral touch. A base of jasmine completes the juice.

Eternity Summer Daze for Women is a vegan formula, formulated with naturally derived alcohol, and contains 88% ingredients from natural origin.

The two Eternity Summer Daze fragrances will launch from March 2022, available globally.

The packaging for all three above-mentioned fragrances is derived from recycled materials.