

Coty reveals new Burberry Hero Parfum for men



Burberry Hero Parfum "incarnates modern masculinity, striking the balance between both strength and sensitivity"

Coty has launched Burberry Hero Parfum for men, a new scent in the Hero fragrance collection and available now in travel retail.

The launch is backed by a campaign featuring American actor Adam Driver, directed by Jonathan Glazer and shot by Mario Sorrenti. It offers an exploration of self-discovery, in which a man and horse push their physical limits to embrace the extraordinary.

Intense and powerful, the scent is led by a base of cedarwood oils enhanced by top notes of Amyris and Cypriol oil, creating a warm, woody finish.



American actor Adam Driver is the face for the new Burberry fragrance

“I’m excited to announce the third fragrance in Burberry’s Hero collection,” Driver said. “It was an ambitious project that involved extreme physicality within the wild uncertainty of nature. This line celebrates that duality.”

Aurélien Guichard, Perfumer, commented, “When creating fragrances, my first step involves a quest for meaning to make the fragrance singular and unique. In search of an ingredient that possesses the complexity of the modern man, I chose cedarwood, a symbol of strength, immortality and incorruptibility. Burberry Hero Parfum incarnates modern masculinity, striking the balance between both strength and sensitivity.”

Housed in a deep-brown bottle with an angular shape inspired by a horse’s hoof and, detailed with the Burberry logo, Burberry Hero Parfum is available in 200ml, 150ml, 100ml and 50ml.