

CK Women champions 'multifaceted femininity'

Coty has launched exciting new fragrance, Calvin Klein Women, which is backed by a powerful campaign developed by a star-studded, all-female cast.



Calvin Klein Women, created 'under the vision' of Calvin Klein's Chief Creative Officer, Raf Simons, will launch into travel retail across the world in September with an RRP of \$63.50 for the 50ml EDP. The 100ml bottle will cost around \$79 and the body lotion (200ml), £27 (\$34).

"Women denotes not one, but many a group of individuals, each with their own distinct voice, their own unique self," says the brand.

"Calvin Klein draws inspiration from the multifaceted identity of femininity today from the empowered reality of modern women and their myriad interpretations to invent a new scent."

WOODY FLORAL FRAGRANCE

The juice is described as a woody floral with top notes of eucalyptus acorns, orange flower in the middle and a dry down of alaskan cedarwood.



Centre-left: Saoirse Ronan and Lupita Nyong'o (centre-right) appear with iconic women that have inspired them.

Developed with an all-female cast, the Calvin Klein Women advertising campaign champions iconic women of past generations and celebrates heroines of contemporary culture with the slogan, **#IAMWOMEN**.

Created in partnership by Lloyd & Co. and artist Anne Collier, whose photographic artwork also features on both the packaging and the flacon design, the Calvin Klein Women campaign stars two trailblazing female actresses, Lupita Nyong'o and Saoirse Ronan.

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"In approaching the campaign for Calvin Klein Women I was curious to see if it was possible to create a different kind of image: an image that was both confident and empathetic, where the female subjects could articulate and project their own identities," says artist, Anne Collier

"Award-winning actors and voices of their generation, both women are universally recognized for their unique talent, creativity, intelligence and strength of character," says Coty.

"They are aspirational figures and inspirations to women around the world. Both Nyong'o and Ronan feature in the Calvin Klein Women campaign in a pair of striking and direct portraits by Collier, simultaneously challenging and inviting the observer into the Calvin Klein universe."

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