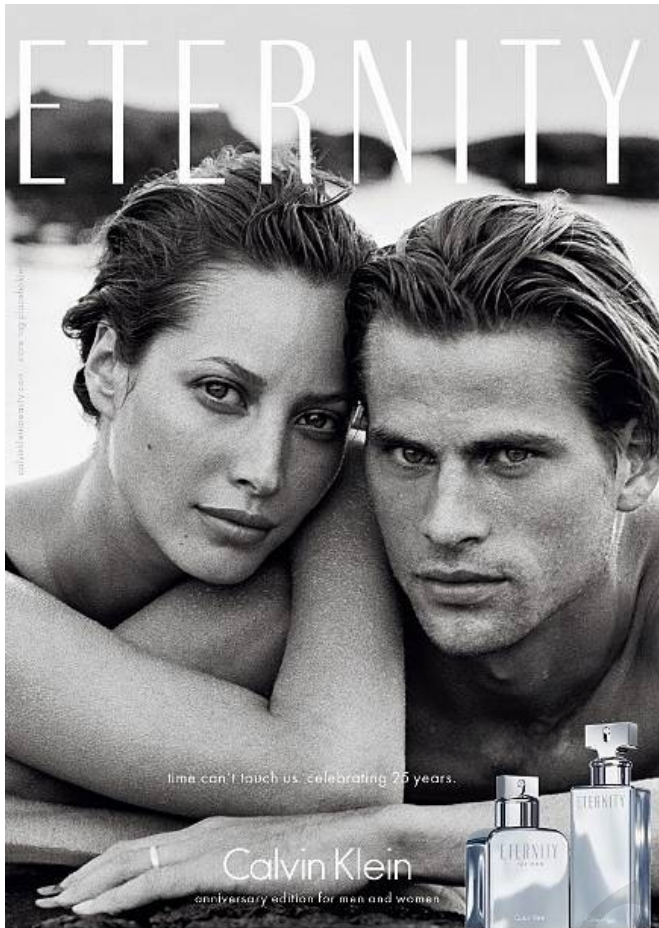




To celebrate the 25th anniversary of Eternity Calvin Klein, the fashion house (a subsidiary of PVH Corp.) and Calvin Klein Fragrances (a division of Coty Inc.) have reissued the original 1995 advertising campaign featuring the brand's original face, Christy Turlington Burns.

Launched in 1988, the vision of Eternity symbolised eternal love and commitment after the excesses of the late 1970s and the early 1980s. The first – and now iconic – advertising campaign, shot by photographer Peter Lindbergh, featured Turlington Burns, who represented the fragrance brand until 2006.

The 1995 visual shows Turlington Burns and model Mark Vanderloo in a romantic embrace on a beach – wedding rings clearly visible.



ORIGINAL AD, LATEST BOTTLES

The ad will return in leading print publications this May in the USA, Canada and UK, but will be updated with the new Eternity Calvin Klein 25th Anniversary Edition bottles.

Cast in a sleek silver metallic finish and filled with the signature scents for women and men, the anniversary fragrances were introduced at retail last month. The original Eternity campaign video will also be reissued for digital and in-store marketing using the tagline 'Time can't touch us. Celebrating 25 years.'



"For 25 years, Eternity Calvin Klein has remained a top-selling global fragrance

brand," says Steve Mormoris (*right*), Senior Vice President of American Fragrances at Coty Prestige. "Its beloved advertising campaigns are a part of popular culture and are still as relevant today as they always have been."

Tom Murry, Chief Executive Officer of Calvin Klein [*who is retiring in July*] adds: "Like the iconic Eternity Calvin Klein fragrance, Christy is intertwined with the historic legacy of the house. It could not be more

Christy Turlington Burns back in Calvin Klein revival

fitting to celebrate the eternal spirit of the fragrance and its silver anniversary, than with the original campaign imagery and Christy, who has enduring and endless ties to the brand.”

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