

Puig extends 1 Million series with new Cologne

From its stand-out launch in 2008 to the Lady Million fragrance for women in 2010 and the Intense expression in 2013, Paco Rabanne 1 Million has repeatedly caught the attention of the fragrance-buying consumer and has now reinvented itself again with the release of 1 Million Cologne.



Described by owner Puig as 'more charming, more impertinent and more flamboyant than ever', the latest edition in the series presents a fresh, marine accord, combined with notes of citrus, cardamom, spicy leather and Tonka bean.

Created by Olivier Pescheux and Michel Girard it is available in a 75ml or 125ml engraved glass bottle which reflects the ongoing advertising campaign theme of gold ingots, albeit in a lighter more elegant presentation.



The launch is being supported by airport media activities in key Europe, Middle East and Americas locations with Frankfurt, Istanbul, Antalya, Dubai and Bahrain singled out for prominent activations.

The campaign visuals, shot by photographer Gregory Harris, feature the new face of 1 Million, Sean O'Pry, posing as the 'impertinent seducer and eternal gentleman', fingers poised for the trademark 1 Million 'snap'.

O'Pry, who has featured in music videos by Madonna and Taylor Swift, will also star in the forthcoming TV ad campaign, directed by Alexandre Courtès.