

FRAGRANCE AND PERSONAL CARE

Versace explores male modernity in latest cologne debut

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Versace's Dylan Blue campaign

By STAFF REPORTS

Italian fashion label Versace is capturing the essence of the modern man, giving him the moniker "Dylan Blue."

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The Dylan Blue cologne is described as "highly distinctive with a fragrant woody aroma" based on natural ingredients. Versace's fragrances are licensed to Euroitalia, whose luxury perfume portfolio also includes scents by Missoni and Moschino.

Blues

Versace Pour Homme Dylan Blue is categorized as an aromatic fougere fragrance.

The new scent features top notes of water, calabrian bergamot, grapefruit and fig leaf. Middle notes are violet leaf, papyrus, patchouli, black pepper and ambroxan, while base notes include musk, incense, tonka bean and saffron.

Together the notes combine to give Dylan Blue a Mediterranean freshness.

Dylan Blue's juice is bottled in a cobalt blue decanter cut to resemble a sapphire. The bottle includes a gold cap and Versace's signature Medusa head in the center.

In a statement, creative director Donatella Versace said, "Dylan Blue is the essence of the Versace man today. It's a fragrance full of character and individuality, an expression of a man's strength and also his charisma.

"I love how it takes traditional notes and scents and makes them totally modern, totally fresh for today, and tomorrow," she said.



Versace Dylan Blue packaging and fragrance bottle

Dylan Blue will launch exclusively at London's Harrods July 26 before its debut in the United States and Europe in August and September, respectively.

Fresh off shooting the brand's fall/winter 2016 campaign ([see story](#)), Versace worked with fashion photographer Bruce Weber on the creative for the Dylan Blue Scent.

As of press time, Versace has only released a still campaign image that shows a man in leather biker jacket surrounded by miniature scenes of motorcycles, a couple and a "squad" walking. The campaign still is filtered in blue light as a tie-in to the fragrance name and packaging.

In the coming days, Versace will unveil the still imagery in full as well as a short film.



Versace Pour Homme Dylan Blue campaign, shot by Bruce Weber

The campaign, styled by Joe McKenna, will feature Gigi Hadid and male models Trevor Signorino, Alan Jouban, Louis Solywoda and Filip Sjunnesson. In addition to the cast of models, the effort will also see a lineup of "fighters" such as Nic Thompson, Travis Conover, Adam von Rothfelder, Lukasz Grabowski and Levi Morgan.

"I've been watch lots of movies lately where the actors are mixed martial arts fighters," said Mr. Weber in a statement. "It seems like they are always proving themselves, so that the women characters will fall in love with them.

"I thought it would be interesting to do some photographs and make a film that dealt with this kind of relationship," he said. "Many women I know really respect the sensitivity and vulnerability of men.

"I wanted to show that men can have these qualities while remaining very strong and disciplined – like great athletes – and still fall in love with the girl of their dreams. For me, Versace has always represented this kind of driving passion.

"That's why I've always loved working with them – they give photographers and filmmakers like me the freedom to image a big life."

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