

APPAREL AND ACCESSORIES

Calvin Klein debuts new fragrance campaign starring Lupita Nyong'o and Saoirse Ronan

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The campaign is the first under the creative direction of Raf Simons. Image credit: Calvin Klein

By STAFF REPORTS

Calvin Klein is unveiling its latest fragrance campaign for Calvin Klein Women featuring the faces of award-winning actresses Lupita Nyong'o and Saoirse Ronan.

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Calvin Klein's new fragrance effort features the two women along with the many historical and contemporary women who were inspirations to them along the way. The fragrance is the first to be designed under the leadership of the brand's recently appointed creative director Raf Simons.

"With this fragrance, we wanted to put the concept of plurality center stage," Mr. Simons said in a statement. "The campaign is an exploration of femininity a group of women bonded by a common thread; the desire to have the power to create their own identity, and to support and lead the way for those that come after them."

Fresh faces

Calvin Klein recently came under the stewardship of Mr. Simons and since then expectations have been high around what he might do in his first few years at the company.

The first fragrance campaign to be produced under Mr. Simons recruits two popular Hollywood actresses, Ms. Nyong'o and Ms. Ronan fresh off their successes in critically acclaimed films such as "Black Panther" and "Lady Bird."

The two women are featured in a print campaign for the fragrance, featuring portrait photographs of the two of them surrounded by images of the women who inspired them in their lives.



Ms. Ronan for Calvin Klein. Image credit: Calvin Klein

Calvin Klein's campaign as directed by artist Anne Collier, who also directed a video companion to the print campaign set to debut later in the summer.

The brand is also releasing a new social campaign called #IAmWomen, which encourages customers to share the hashtag along with the women in their lives who inspired them or helped them become who they are today.

"Calvin Klein Women is inspired by the transmission of strength and inspiration from one woman to the next; by plurality combined with individuality; freedom of expression; and the notion that the collective is as vital as the individual," Mr. Simons said.

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