

FRAGRANCE AND PERSONAL CARE

Trussardi explores strength, creativity in artistic fragrance campaign

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Trussardi has launched a new male fragrance. Image credit: Trussardi

By SARAH RAMIREZ

Italian fashion label Trussardi is exploring different sides of masculinity in a campaign centered around a new men's fragrance.

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"Riflesso Blue Vibe" is the latest addition to Trussardi's collection of male fragrances. The campaign has an emotive and artistic center, and was timed to coincide with Father's Day in Italy.

"Trussardi's ad is layered in such a way that masculinity is heralded," said Chris Ramey, president of **Affluent Insights**, Miami. "Athleticism, art and romance are not mutually exclusive."

Mr. Ramey is not affiliated with Trussardi, but agreed to comment as an industry expert.

Blue vibe

The short film begins with a male protagonist, portrayed by Andr Hamann, jogging through the countryside. A song specifically created for the Blue Vibe campaign serves as the soundtrack.

Mr. Hamann is a German model who is also the founder of an independent fashion and jewelry label, Haze and Glory.

After arriving at his elegant modern home, Mr. Hamann showers and gets dressed. His grooming routine includes a spray of his Trussardi Riflesso Blue Vibe cologne, which comes in a dark blue matte bottle with ridges and yellow detailing.

The Trussardi film for its Riflesso Blue Vibe fragrance for men

The new fragrance for men includes top notes of rum and yuzu, a citrus fruit. The base notes include leather and tobacco for a classic masculine appeal.

As the vignette continues, the protagonist drives a sleek sports car with glowing blue lights. Moody touches of blue also light up the city night.

He picks up his date, who is wearing a flirty blue dress.

The couple soon arrives at a studio. The man undresses and puts on a t-shirt and apron, while the woman poses on a velvet sofa wearing a shimmering slip.

Next the artist begins to paint a large canvas, with broad strokes of midnight blue paint as the background. He then adds colorful streaks in yellow and red, reflecting the Trussardi brand.



The completed painting. Image credit: Trussardi

The woman stands to meet the artist and view his work, a painting of her on the sofa with a vibrant blue background. The man looks at the camera, admiring his latest creation.

Trussardi has gotten extra mileage out of the campaign by positioning the fragrance on social media as a perfect gift for Father's Day, which took place in Italy on March 19.

Trussardi transitions

Trussardi has been in a period of transition.

Earlier this year, the fashion label sold an approximate 60 percent stake in its company to investment fund QuattroR. The deal, announced Feb. 13, establishes a new holding company Leviero Holding, which will have an 86 percent ownership of Trussardi's sole shareholder Finos.

Leviero means greyhound in Italian, a nod to Trussardi's logo. The holding company will be 70 percent controlled by QuattroR and 30 percent by Tomaso Trussardi ([see story](#)).

Recently, Trussardi designed and dressed for a different kind of client in a holiday special.

The fashion label worked with Italian liqueur Disaronno for a special holiday bottle, named "Disaronno wears Trussardi." A limited-edition bottle of the beverage features Trussardi's iconic texture and greyhound logo with bright colors ([see story](#)).

With its launch of Riflesso Blue Vibe, Trussardi has another opportunity to shape its brand.

"Trussardi defines masculinity from their brand's perspective: raw, strong, powerful, aggressive and very sexy," Mr. Ramey said. "Rarely does a brand communicate so powerfully without a word spoken."