

FRAGRANCE AND PERSONAL CARE

## Dior Homme receives sensuous tribute for new fragrance with "Scent of my Man" films

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*In Dior Homme's "The Loft" episode for the "Scent of my Man" effort, Ruby and Mekhi simply revel in each other's company, binding with intimacy and with no intention of parting. Image courtesy of Dior*

By STAFF REPORTS

French fashion giant Dior has debuted its "Scent of my Man" series of sensuous films as a tribute to the new Dior Homme Eau de Toilette viewed through the eyes and voices of three women.

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Alyssa, Sam and Ruby bring their man's fragrance to life through sights, sounds and scents of New York. The effort honors the new **Dior Homme Eau de Toilette**.

The first episode, titled Loft, deconstructs the Dior Homme fragrance through sheer intimacy.

*Dior Homme: The Scent of my Man, episode 1, "The Loft"*

"The feeling of hiding indoors with no thoughts of ever leaving," Dior said. "Days, weeks, lifetimes pass as Ruby and Mekhi continue to sink into one another. Stained in their memories is this scent, this breath, in the light and the dark. The intangible proof of their magical chemistry."

The second episode, called Runaways, shows Sam and Akram retracing the most evocative moments of their relationship in an olfactory journey through New York.

"The powerful and unique scent of Dior Homme lies everywhere: Vetiver, Patchouli, Cedarwood, tobacco, leather ... As they remove themselves from the outside world, New York stands larger than life behind them," the company said.

*Dior Homme: The Scent of my Man, episode 2, "Runaways"*

In Tea Parlor, the third episode in the series, Alyssa and Korey retrace their first encounter. Alyssa recalls how she became hypnotized by his fragrance, drawn to each other like magnets. As viewers see them dance closely in the amber light, she breathes in his scent.

*Dior Homme: The Scent of my Man, episode 3, "Tea Parlor"*

Amber Grace Johnson directed the films, portraying modern heroines from her perspective as a woman in New York, a city that never sleeps. She aims to capture the truth that lies in the smell of someone the person loves.



*The new Dior Homme Eau de Toilette. Image courtesy of Dior*

"A man's scent is just as much theirs as it is ours," Ms. Johnson said in a statement. "It provokes something within. It swallows you, and leaves you starving.

"Most men may never truly understand how intoxicating it is," she said. "Stories that dive deep into the hypnosis of Dior Homme and as women, the evocation we have with it. Soft and sensual yet wild and feverish, a diary of the fragrance's notes contextualize within iconic New York moments."

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