

FRAGRANCE AND PERSONAL CARE

Calvin Klein welcomes back supermodel for fragrance campaign

August 3, 2020



Christy Turlington Burns and Edward Burns return for Calvin Klein Eternity. Image credit: Calvin Klein

By LUXURY DAILY NEWS SERVICE

U.S. fashion label Calvin Klein is hearkening back to iconic advertisements as supermodel Christy Turlington Burns returns as the face of the newest Eternity fragrance campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In 1988, Ms. Turlington Burns starred in the first campaign for Calvin Klein's Eternity and has since returned on multiple occasions alongside her husband, director and actor Edward Burns. Calvin Klein Fragrances is a division of Coty Inc. and is one of its top growth drivers ([see story](#)).

"We are thrilled to welcome back such an iconic couple to celebrate the next chapter of Eternity Calvin Klein which continues its legacy as one of the most beloved fragrances for both men and women," said Simona Cattaneo, president of luxury brands at Coty, in a statement. "With this new campaign Eternity continues to inspire timeless love; its romantic values are undimmed by the passing of time and still resonate with consumers today."

Calvin Klein Eternity

Ms. Turlington Burns and Mr. Burns have appeared together for Eternity campaigns in 2014 and 2016. This latest effort support the launch of the new Eternity Cologne for him and Eternity Eau Fresh for her Calvin Klein.

Inspired by Eternity Calvin Klein Signature, the cologne features fresh green notes while its eau fresh counterpart plays with romantic florals. Both fragrances are now available for sale.

Filmmaker and photographer Matt Lambert shot the television campaign, which features the longtime couple frolicking along the beach and seaside cliffs.

Christy Turlington Burns and Edward Burns return for Calvin Klein Eternity

Black and white images are juxtaposed with frames in color, meant to reflect the romance's past and present. Underscoring the campaign's theme is a cover of the classic love song "Unchained Melody" by Swedish singer Lykke Li.

The campaign stills shot by photographer Lachlan Bailey are also in black-and-white, referencing other iconic and

intimate Calvin Klein campaigns.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.