

FRAGRANCE AND PERSONAL CARE

## Carolina Herrera celebrates defiance, friendship with new cologne

March 15, 2022



*Carolina Herrera celebrates the bond between friends and what it means to be a man. Image credit: Carolina Herrera*

By NORA HOWE

U.S. fashion brand Carolina Herrera is taking a walk on the wild side with its newest men's fragrance, Bad Boy Cobalt Eau de Parfum lectrique.

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To promote the latest "Bad Boy" addition, a campaign including videos and still imagery follows models Josh Upshaw, Aiden Andrews, Ty Ogunkoya and Justin Erin Martin through New York. As the group engages in harmless, yet mischievous, behavior, the campaign aims to celebrate the bond between friends that grows stronger over time.

**Bad Boys**

In an ode to New York, friendship and the unexpected circumstances that transpire between the two, the "Bad Boy Cobalt" film opens with high energy on the group of men.

Stylishly dressed, they strut down the street as one pack. Juxtaposing this scene is a black-and-white shot of a group of young boys walking in the same fashion, suggesting a decade-long dynamic.

*A group of friends playfully runs around New York*

The film continues in this way: a shot of the adults riding motorcycles is followed by a shot of the boys riding bikes; the adults sprint down alleyways and the boys chase after each other in urban corridors.

In one shot, the four adult models are freshening up in a bathroom with Bad Boy Cobalt Eau de Parfum lectrique. The next scene shows the kids spray painting on brick walls.

The 2003 track "Ooh Wee" by Mark Ronson featuring Ghostface Killah, Nate Dogg, Trife and Saigon adds to the campaign's nostalgic and masculine energy.

Following the motto, "it is good to be bad," Carolina Herrera blends themes of defiance with elegance, underscoring the new fragrance's intentions.

Bad Boy Cobalt Eau de Parfum lectrique is in the aromatic woody olfactive family with top notes of pink pepper and lavender, heart notes of geranium and black plum and bottom notes of truffle accord, vetiver and cedarwood.



*The new Bad Boy addition aims to bring out the various aspects of manhood. Image credit: Carolina Herrera*

For the glass bottle, the collection's classic lightning bolt emblem has been reimagined to represent the duality of masculinity elegance and confidence. The lightning bolt bottle also features a blue to transparent gradient.

Bad Boy Cobalt Eau de Parfum lectrique retails between \$82.30 and \$142.66.

### Defining masculinity

Fashion and fragrance are, more often than not, associated with women and femininity, and as values and expectations change, these sectors are becoming increasingly open to men and allowing for freedom of expression across genders.

While some brands tap into the high-intensity, rigorous nature of traditional masculinity, others consider unexplored definitions of masculinity. Either way, brands are looking to showcase the multi-faceted experiences of all luxury consumers.

On one end, there is French fashion house Christian Dior, which invited consumers into the boxing ring to celebrate its new Dior Homme Sport fragrance.

To promote the fragrance, the brand enlisted seven models and boxers for its new "Into The Ring" series.

Maintaining a mood of palpable intensity, the men discuss what boxing gives them, how it makes them feel and how the fragrance is connected to the sport ([see story](#)).

In February 2021, Italian menswear brand Ermenegildo Zegna continued its #WhatMakesAMan campaign for its spring 2021 effort, turning to famous mother-and-son duo, actress Isabelle Adjani and model/singer Gabriel-Kane Day-Lewis.

With the campaign, Zegna invited consumers to be a part of a cultural conversation examining masculinity with a wide scope, illustrating how the entity is uniquely experienced and how it overlaps with fashion ([see story](#)).

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