

# BAD BOY

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## BAD BOY EAU DE TOILETTE

THE NEW CAMPAIGN OF BAD BOY MODERNIZES THE MYTH OF THE ETERNAL REBEL

The campaign of **Bad Boy**, the new masculine fragrance by **Carolina Herrera**, revamps the legendary tale of the rebel: the spot explores the myth with **glamour** and irreverence, sensibility and **energy, audacity** and **happiness**. Its images capture the essence of the famous motto *It's so good to be bad*.

Its graceful aesthetics are reminiscent of **classical Hollywood cinema**: from the James Bond saga or the universe of comic books to some of the latest action and mystery films. The campaign is a stimulating and inspiring visual explosion.

The campaign portrays the **Bad Boy**, its main character, as a modern myth, and conveys the spirit of our era while it explores the modern ideals around masculinity.

### AN ELECTRIFYING AND MAGNETIC SPOT

It's New York at night. From the windows of a stylish apartment at the top of a skyscraper, **Ed Skrein**, image of Bad Boy, admires a fascinating and shocking lighting. Before heading out of the flat, he applies **Eau de Toilette Bad Boy**. The scent blends, in a balanced way, a contrast of aromas -the **darkness** of Tonka Beans and Cacao, and the **luminosity** of Sage and Bergamot-, and turns our protagonist into a modern hero.

With **determination, elegance, heroism and self-confidence**, the Bad Boy conquers the city. His appeal is a mixture of experience -he is a rebel at heart- and fearlessness: he is preceded by his symbol, the lightning, an unpredictable force of nature.

The Bad Boy embodies the archetype of the **new rebel**. He is daring and **breaks the rules**, in the spot we can see him trespassing into a restricted area. But he also denotes a sensitive personality: the Bad Boy appreciates beauty, he even stops in a flower shop to smell the delicate fragrance of a rose.

Bad Boy's magnetism is endless, and his **power of seduction** puts New York at his feet. His provocative pace and seductive smile trigger an explosion of flowers behind him. People stop to admire Bad Boy... and women lose control.

A special encounter also takes place. When the Bad Boy meets **Karlie Kloss**, Good Girl's ambassador, magic happens. Their hands slightly touch and indomitable sparks begin to fill the air. The attraction is inevitable: Good girls will always be captivated by bad boys.

Photogenic, spontaneous, mysterious and **elegant**. Bad Boy, as true cinema legends do, leaves an indelible mark behind him.

### A FABULOUS TEAM

**Carolina Herrera de Baez**, creative director of fragrances in Carolina Herrera, is surrounded once again by an extraordinary team: the duo of Mexican artists **Santiago and Mauricio** are behind the video. This is not the first time they collaborate with Carolina Herrera. The renown directors and photographers are also behind the advertisement of Good Girl, 212 VIP and 212 VIP EXTRA, which are as stunning and explosive as the spot of **Bad Boy**.

The author of the images of Bad Boy is **Billy Kidd** (Florida, 1980), best known for the harmony of his work -portraits, editorials, campaigns for famous companies, and his highly arty take on **photography**. His style has been compared to Irving Penn's, André Kertész's and Helen Levitt's. His architectural use of lights and shadows and his exuberant use of color celebrate the desert of Arizona, where he grew up. He then moved to New York where he still lives. The cognoscenti have long been enamored of the spontaneity and expressivity of the precision craftsmanship of his **portraits**. He is a gifted photographer capable of capturing the ex-pressivity of the models.

**Ed Skrein** (London, 1983), the main character of the campaign and the image of **Eau de Toilette Bad Boy**, is more than a celebrity. This prolific **actor**, who started out as a musician and studied at the prestigious Central Saint Martins in London, has conquered Hollywood. He has been hugely applauded for his work in action films (Hellboy, Alita Battle Angel, The Transporter Refueled), and dramas (The Model, In Darkness), and in the series Game of Thrones. He has been acknowledged as a **stylish** and a **chameleonic** artist and has already directed a short film. He has recently appeared in If Beale Street Could Talk by Barry Jenkins (Win-ner of an Oscar for Moonlight), and he has been casted alongside Angelina Jolie in Maleficent: Mistress of Evil. This sensitive actor has built his success on humility and social commitment.

The **top model** and entrepreneur **Karlie Kloss** (Chicago, 1992) also appears in the advertisement. The American mannequin has been the image of Good Girl Carolina Herrera since its launch in 2016. Karlie Kloss is one of the most in-demand models in the industry: she has been featured on the cover of innumerable famous fashion magazines and has walked and posed for the most luxurious and prestigious brands in the world. She is an advocate of female **empowerment** and helps girls access Coding thanks to her platform Kode with Klossy.

The soundtrack is based on the classical theme **Baby Did a Bad Bad Thing** by Chris Isaak. This naughty and rebel version of the song helps spread the message of the duality and empowerment of **Carolina Herrera Eau de Toilette Bad Boy**.