

BAD BOY

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BAD BOY EAU DE TOILETTE PRODUCT INFORMATION

BAD BOY, A SOPHISTICATED AROMA FOR THE REBEL MEN WHO CELEBRATE NEW MASCULINITY



Carolina Herrera launches an innovative and explosive new masculine perfume: **Eau de Toilette Bad Boy**. A powerful and sophisticated scent for unique and **irreverent men** who dare to embrace all of the facets of contemporary manhood.

Bad Boy celebrates **new masculinity**: multifaceted and surprising. Men are pure duality: strong and sensitive; powerful and empathetic; heroic and vulnerable. Bad Boy is a tribute to empowered men who dare **to follow their own path** and who are not afraid to express and share their feelings.

"I have been thinking about this project for a while: I wanted to design a fragrance that would capture new masculinity. The idea was to craft an exquisite perfume, based on a groundbreaking formula, built around **contrast** and rich ingredients. It had to be contained in an impressive flacon which would feature an **iconic** symbol. The image had to be not only creative but also committed", says **Carolina Herrera de Baez**, creative director of fragrances at Carolina Herrera. The creation's spirit is conveyed in the famous tagline **It's so good to be bad**.

This Eau de Toilette aims for excellence: **surprising, elegant, powerful** and **sexy**. Those are the codes of a fragrance built around opposites. The **obscurity** of Tonka Bean, Cacao and Ambar Wood contrasts with the **luminosity** of Sage, Black and White Pepper and Bergamot. This energizing duality is empowering and reflects the unique and complex personality of a Bad Boy.

Bad Boy is an ode to **rebellious men** who fight for their principles and who like to be faithful to their own **identity**. Bad Boys are confident: their self-esteem arises from their determined and bold personality.

A FRAGRANCE THAT EMBODIES REBELLIOUSNESS

Eau de Toilette Bad Boy, created by perfumers **Quentin**

Bisch and **Louise Turner**, is a fragrance in which opposites attract and hurl together: the luminosity of Sage, Black and White Pepper and Bergamot intertwines with the sensual darkness of Tonka Bean, Cacao and Ambar Wood.

At the top notes of this **Oriental Aromatic**, the spicy **freshness** of Red and White Pepper is merged with the **citric** vibrancy of Italian Green Bergamot.

This **magnetic** and **elegant** union shows its true power at the heart of the fragrance, where the Cedarwood is heightened by the bright nuances of **Sage**.

The secret of the Bad Boy aroma lies at its bottom notes, where **Tonka Beans** and **Absolut of Cocoa** blend, creating a revolutionary fragrance. The result is an artisanal masculine scent with a striking gourmand **sensual** float. This rebel duo of scents shows its most **wild** and intimate side: "To uncover their secret nuances, these accords have been added roasted. They are also a homage to Eau de Parfum Good Girl, which also includes roasted Tonka Beans and Cocoa", explains Herrera de Baez.

The seductive aroma of Bad Boy is collected in an extremely distinctive flacon. Shaped as a **lightning** – symbol of **heroism** and **strength** in several cultures such as Greek, Nordic or Indian–, this unique piece becomes a true object of desire. The conception and fabrication of this lightning have been a real **technical** challenge. Its audacious and striking aesthetics combines all of the Bad Boy characteristics. The bottle is wrapped in an elegant **midnight blue color**, evoking the famous Good Girl's stiletto.

The lightning is an **allegory of the Bad Boy personality**. Unpredictable, unusual, seductive, captivating and unique; there are not two identical lightnings.

Bad Boy seduces and captivates with the speed and precision of a lightning.