

# BAD BOY

CAROLINA HERRERA  
NEW YORK

## BAD BOY EAU DE TOILETTE

PRESS RELEASE

**ENTER THE BAD BOY UNIVERSE & UNLEASH YOUR REBELLIOUS SIDE:  
BREAK THE RULES, STRIKE LIKE THE LIGHTNING**

**Carolina Herrera** starts a new adventure with **BAD BOY**, a fascinating fragrance that brings the myth of the eternal rebel to our time. He is the one who dares to **break the rules** and walk his own path.

This new icon of rebelliousness has **duality** within his character: he is strong and sensitive; powerful and empathic; heroic and vulnerable. His courage resides in his ability to express and share his feelings. **BAD BOY** is an ode to rebel men who fight for their principles and are **faithful to their own identity**. The slogan ***It's so good to be bad*** summarizes the spirit of this new creation.

The **lightning-bolt** is the symbol of **BAD BOY**. It expresses heroism and strength, and it becomes an allegory of his personality: unpredictable, unusual, appealing and fascinating. **BAD BOY seduces** and **captivates** as fast and precise as a lightning.

**Carolina Herrera de Báez**, creative director of Carolina Herrera Fragrances, has worked with the perfumers **Quentin Bisch** and **Louise Turner** in the conceptualization of this astonishing aroma. This creative duo has been able to create a great perfume with absolutely intense and vigorous notes.

**BAD BOY** is an **Oriental Aromatic** fragrance in which opposites are drawn into each other: the brightness of Sage, Green Bergamot and Pepper is blended with the sensual darkness of Tonka Beans, Cocoa and Amber Wood. **BAD BOY** expresses, in a conscious way, the **lights** and **shadows** of the contemporary man's nature.

The conception and the design of the flacon, shaped as a lightning-bolt, have been a **technological challenge**. Its bold and striking aesthetics unifies all the **BAD BOY** characteristics. The lightning-bolt is dressed in a sophisticated and mysterious **midnight blue**, firmly standing on a golden base.

The communication campaign references the archetype of rebel in **BAD BOY**, an **explosive** character that brings together energy and power. The fascination that **BAD BOY** generates is overwhelming. He walks the streets of New York City, and behind him, nothing stays the same anymore. He shapes the city as he goes, **creating a magnetism** that no one can resist. He attracts all eyes, he doesn't go unnoticed. He irradiates an electric light that makes him special and **unique**.

The artistic duo **Santiago & Mauricio** signs the authorship of this exciting communication campaign. The British **actor Ed Skrein** stands as the film's protagonist, enhancing the values of a true **BAD BOY**. Skrein is one of the most **promising** actors of his generation, he has also directed some of his work. Creative and multifaceted, he started his career as a musician and managed to bring Hollywood at his feet.

In the spot, **Karlie Kloss**, image of **GOOD GIRL**, makes a memorable appearance as well. The soundtrack is the naughty and fresh version of Baby Did a Bad Bad Thing by Chris Isaak. Billy Kidd signs the suggesting and evoking pictures.

**BE A BAD BOY AND UNLEASH YOUR FULL POTENTIAL**