

## Calvin Klein adds new perfume to Euphoria pillar of fragrances



The latest installment is called My Euphoria and is a reimagining of the original fragrance

[Calvin Klein](#) has introduced the next installment to the brand's Euphoria pillar of fragrances, named My Euphoria.

Smoky yet sweet, this new multi-faceted floral amber fragrance captures the essence of joy and euphoria. A reimagination of the classic notes of the original fragrance collection, perfumers Frank Voelkl and Nathalie Lorson customized a blend of compelling ingredients while still highlighting the hero orchid note of the Euphoria fragrance collection.

The new composition opens with juicy blackcurrant essence. At the heart, the feminine orchid flambé accord is contrasted by smoky black sesame for a sophisticated and fiery floral center. To round out the base, an exclusive blend of oud, bamboo and sandalwood creates a mysterious woody facet.

Designed with the same iconic flacon shape of the signature Euphoria scent, the new fragrance bottle is reintroduced with a glossy red opaque lacquering for a youthful and unexpected twist.

Photographed by Ryan Hopkinson, the new campaign features the new fragrance bottle alongside Euphoria Signature.

The perfume is available in the following sizes: 100 ml, 50 ml, 30 ml and 10ml Travel Spray