

Calvin Klein Eternity gets set for Summer



Calvin Klein Eternity Summer continues the core values of Eternity while evoking the feeling of a day spent on a faraway beach

A summery new fragrance inspired by the ocean has joined the Calvin Klein stable.

Eternity Summer is described a fresh and vibrant take on Calvin Klein's Eternity signature fragrance.

Embodying the spirit of lasting love while captivating the essence of the ocean, Eternity Summer continues the core values of Eternity while evoking the feeling of a day spent on a faraway beach.

The fresh, floral, fruity fragrance, created by Perfumer Clement Gavarry, has top notes of mandarin, pear, and watermelon, mid-notes of water lily, peony, blue hyacinth, and drydown of white amber, musk, and sandalwood.

The women's line is available as an edp spray 100ml.

Eternity for men Summer is a modern combination of aromatic notes drenched by a salty and woody texture that allows for a warm masculine sensuality.

The fougère salty fragrance was developed by Perfumer Laurent Le Guerneck, and has top notes of cilantro, lime, and bergamot, mid notes of salty accord, sage, and basil, and a dry down of cedarwood, amber, and musk. It is available as a 100ml edt spray.

The bottle and packaging aim to capture the vibrancy of the ocean and the horizon. Multicolored artwork reflects the dynamic hues of the sun, sea, and sky in warm tones reminiscent of a faraway beach.

The advertising campaign features the fragrance bottles placed on washed-ashore driftwood with a tropical horizon as the backdrop.

The heat and warmth of the summer days are reflected in the color palette. Soft blue and yellow tones fill the sky, depicting a serene romantic atmosphere and a private hideaway.

Eternity Summer will be available globally March 2019. The travel retail on-counter dates will be: April 1 in the US, March 1 in Europe, and Asia Pacific, to be confirmed.