

Diesel gets under Neymar Jr's skin in new Spirit of The Brave fragrance



SPIRIT OF THE BRAVE THE NEW FRAGRANCE



Neymar Jr's tattoos come to life in the new Spirit of The Brave fragrance campaign from Diesel

Diesel Fragrances has teamed up with Brazilian football star Neymar Jr to unveil a co-created fragrance, Spirit of The Brave.

Diesel Fragrances and Neymar Jr, assisted by French ad agency Buzzman, give their definition of bravery for the launch of a new fragrance, Spirit of the Brave.

Spread worldwide, the campaign was launched on May 19 in more than 40 countries.

In just 10 years, Neymar Jr has become a football star. Counting millions of fans, each of his gestures is photographed, shared and scrutinized.

An entertaining film, which can be seen on YouTube at https://youtu.be/_6iRzi5n0p4, seeks to define what sticks most to Neymar Jr's skin: his tattoos. He has more than 70, each illustrating an important event of his life, revealing his personality.

They come to life under the direction of multi-award-winning Canadian director and photographer Mark Zibert, to illustrate the definition of bravery: never take yourself too seriously, never stop playing even in the fact of your greatest fears.

The Spirit of The Brave fragrance bottle is inspired by one of his iconic tattoos. Shaped as a fist, it

displays the lion that Neymar Jr wears on his hand, a symbol of self-confidence and bravery.

This campaign, supported by display ads also photographed by Mark Zibert, were deployed in several countries as of May 19, including France, Italy, the UK, Germany, the US and Brazil.

@neymarjr and @dieselfragrances are the fragrance's first media, orchestrating reveals and conversations with their fans, as well as future fans of the fragrance.

More information on upcoming travel retail events will be revealed in due course, said L'Oréal Travel Retail.