

New campaign breaks for Calvin Klein Eternity



ETERNITY
CALVIN KLEIN

#CKEternity



The new Calvin Klein Eternity fragrance campaign airs globally from September

Coty has unveiled the latest fragrance campaign for Calvin Klein Eternity, which explores the concept of love and stars supermodel Christy Turlington alongside her husband, actor and producer Edward Burns.

Turlington appeared in the first Eternity advertising campaign when it debuted in 1988, with Burns later joining her as a face of the fragrance.

In 2020, their modern love story is celebrated in a new campaign that captures spontaneous moments of joy while playing together on a remote beach.

Captured by Matt Lambert, the television campaign combines traditional black and white and colour shots. The juxtaposition aims to convey their committed past with the strength of their present relationship, Coty said.

The campaign is set to a reimaged cover of the love song 'Unchained Melody' by Lykke Li.

For print, Lachlan Bailey photographed the couple in a classic black and white still campaign visual shot on the beach.

The new campaign airs globally on September 1, 2020. Watch the video below:

The spicy floral Eternity For Women edp has top notes of bergamot, mandarin and white lily, mid notes of white rose, carnation and violet, and a dry down of sandalwood, amber and musk. It was inspired by a diamond-studded wedding ring presented by the Duke of Windsor to the Duchess, which was inscribed with one word: eternity.

The aromatic fougere Eternity For Men edt has top notes of mandarin, sage and galbanum, middle notes of basil, geranium and lavender, and a dry down of moss, cedarwood and amber.

The scent is described as an expression of both a contemporary and classic masculine sensibility.