Versace to launch new men's fragrance

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Versace has unveiled a new men's fragrance named Dylan Blue.

The Italian fashion house has teamed up with US photographer Bruce Weber on a martial arts-themed campaign for the new scent, which explores both the strength and the vulnerability celebrated in masculinity.

The fougère fragrance promises a fragrant woody aroma based on the properties of precious natural ingredients and the latest generation of molecules. It features natural citrus, bergamot and grapefruit notes combined with modern hints of fig leaf to give an incisive, Mediterranean freshness. Aquatic notes lend depth, while violet leaves with a dash of black pepper add a virile dimension. The heart of the perfume is comprised of woody notes of ambrox and organic patchouli, with tonka bean, saffron and a musk with mineral accents rounding off the seductive scent.

"It's a fragrance full of character and individuality, an expression of a man's strength and also his charisma," says the Versace group's President Donatella Versace.

Strength and charisma are at the heart of the scent's campaign, which sees Gigi Hadid take on a starring role as the kickboxing sidekick to a group of martial arts loving men. "I've been watching lots of movies lately where the actors are mixed martial arts fighters," Weber explains. "It seems like they are always proving themselves, so that the women characters will fall in love with them. I thought it would be interesting to do some photographs and make a film that dealt with this kind of relationship."

The digital and film campaign is expected to be released later this week, with the scent following in August for the US and September in Europe.