



DAVIDOFF

Run Wild

THE NEW FRAGRANCE FOR MEN



THE BIRTH OF COOL

In 1988, Davidoff Cool Water revolutionized the world of men's fragrances and pioneered a new olfactory territory: an overdose of freshness lasting from the top notes to the dry-down. Beyond the boldness of master perfumer Pierre Bourdon's design, Davidoff Cool Water had managed to capture a new facet of masculinity.

Blending physicality and coolness, it celebrated a man perfectly at ease with himself and the world around him. For thirty years, Davidoff Cool Water has remained one of the best-selling men's fragrances. This continuous success reflects the universality of the brand's message and values.

EMPOWERED BY NATURE

Davidoff's ideals endure in their relevance today. In a world of accelerated change and demanding instantaneity, remaining centered and grounded has become even more challenging. It has grown harder to ignore constant solicitations and to keep in touch with one's true aspirations.

Davidoff Parfums reminds us that the way back to our inner nature goes through Nature itself. Exploring the world, rediscovering its beauty and magic is empowering. It allows us to regroup, find balance and reconnect with ourselves. For those who know how to listen, Nature is an incomparable guide, an endless source of strength and confidence.

THE CALL BACK TO NATURE

The new Run Wild fragrance reaffirms and expands Davidoff's vision. If Cool Water celebrates the power and magnificence of the ocean, Run Wild explores the untamed confines of the world, tapping into an entirely different natural energy. It is a raw and mysterious power that stems from wild forests and the green waters of untouched waterfalls.

The Run Wild men and women are fully aware that they live in two complementary realities: the fast and thrilling rhythm of our urban world and the deep and mysterious depths of savage wilderness. For them, the Wild is not a removed concept, a mere abstraction. It is very much part of who they are. They value their inalienable right to disconnect, to break free from everyday constraints. They express their profound connection to Nature through their travels and explorations.

Their bond with the Wild runs deep. More than a simple getaway from the city, a momentary urban detox, it is a true quest for freedom. It infuses their whole existence, inspiring a renewed relationship to food, physical activity, time management or beauty rituals. It becomes a way of life, an unprecedented form of coolness and fulfillment.

A FRESHNESS FROM THE WILD

Fully embracing the evidence of gender equality, Davidoff Run Wild fragrances were simultaneously developed for both men and women. The design of these perfumes was entrusted to two teams of master perfumers endowed with the gifts of imagination and creativity. Blending carefully selected noble ingredients from remote corners of the world, they crafted unique fragrances that express premium naturalness and a new olfactory identity: a freshness from the wild.

A FRESHNESS FROM THE WILD

FOR HIM

The Run Wild men's fragrance was developed by Alexandra Carlin and Pierre Guerros. These passionate travelers and trailblazers carefully assembled precious ingredients to create a new olfactory family for men, the first lusciously aromatic fragrance.

Blending more than six natural ingredients, the Run Wild men's fragrance is an ode to a wild and authentic Nature. At its heart, wild lavender from the American Southeast delivers the incomparable freshness that constitutes the perfume's signature scent. This ultra-resilient plant perfectly illustrates what Run Wild is about. In the most extreme climatic conditions, in arid soil, it manages to grow and thrive. Slightly salty and very fresh, it completely renews the concept of coolness.

This amazing essence is faceted with precious cinnamon from Madagascar. Collected deep in the bush from carefully selected trees, this rich spice is characterized by unique overtones of amber. Warm, almost incandescent, its rich aroma perfectly highlights the freshness of the wild lavender. Cinnamon also imparts a highly delectable quality to Davidoff Run Wild. Powerful base notes of fir balsam add an unabashedly virile touch. The precious golden resin symbolizes the raw strength and vital energy that the Run Wild man draws from Nature.



A FRESHNESS FROM THE WILD

FOR HER

The Run Wild women's fragrance seamlessly combines Aliénor Massenet's master perfumer sensibility and Emilie Coppermann's couture style. It is a juicy fruity-floral composition based on an olfactory reminiscence.

The fragrance was inspired by the mouth-watering memory of a pistachio cream. This unlikely but brilliant accord offers a truly unique top note. Very creamy, highly delectable and slightly mischievous, the scent evokes freedom and sensuality. This green nut is faceted with ruby red pomegranate. The generous and juicy fruit creates an intense explosion of flavors, adding to the appetizing quality of the pistachio cream.

This intense fruity overture is contrasted by blossoming floral heart notes. Among them, jasmine takes precedence as its lush and carnal scent infuses the Run Wild women's perfume. The mesmerizing white flower seamlessly blends sensuality and sophistication, fittingly reflecting the fragrance's premium naturality.



SHADES OF GREEN

The bottle of the Run Wild men's fragrance pays homage to Cool Water's heritage. It retains the sleek and architectural lines of the iconic blue bottle. The heavy faceted glass and engraved metal cap are a token of premium quality and unrivalled elegance. The vivid and lively font of the logo recalls Davidoff Run Wild's attachment to its instinctive nature. The bottle of the Run Wild women's fragrance is a variant of its male counterpart. Their similitude reflects a sense of equality that leaves room for diversity. The lines are softer, more rounded and delicate.

The transparent bottles of the men's and women's fragrances reveal slightly different shades of green. The choice of this color, seldom used in perfumery, was deliberate. Beyond the obvious allusion to Nature, it is a sign of unconventionality and freedom, a token of creativity and sophistication. The men's fragrance displays a deep green shade, with rich blue overtones. The women's perfume exhibits a lighter lime green. The outer boxes match this distinction. Both proudly exhibit the common Run Wild signature.

FACES FROM THE WILD

Run Wild may be Davidoff Parfums' boldest project since the launch of Cool Water, thirty years ago. As such, it will be promoted through an ambitious multimedia campaign.

Tobias Sorensen and Madison Headrick will be the face of the men's and women's versions of the fragrance. Both perfectly embody Davidoff Run Wild's values and aspirations. Tobias' powerful physique, rugged look and intense gaze convey a wild blend of strength and confidence. The signature scar on his cheek adds to his striking appearance. Even in the most refined attire, he retains a raw quality, an untamed presence that expresses a deep connection with Nature. Madison's unique combination of grace and natural demeanor makes her the iconic Run Wild girl. Together, they form a stunning couple, totally in sync with their time and equally at ease on the bustling streets of a city or in the heart of the wilderness.

A QUEST INTO THE WILD

"Tired of the monotony of the city, RUN WILD is about escape. Free spirits drawn back to nature, returning to a striking natural landscape, revitalized by the freshness of the wild."

Terence Neale, TVC Director

This versatility is perfectly illustrated by Davidoff Run Wild's advertising spot. Artfully shot by acclaimed director Terence Neale, it depicts an impulsive and passionate quest into the wild. For a few hours, our heroes run away from the pressure of the city to go back to Nature. In an idyllic setting, they play, swim and unwind together, reconnecting with their inner selves. Terence Neale's acute sense of cinematography enables him to convey both the intimacy of the moment and the majesty of the surrounding landscape.

The ad print shots by photographer Lachlan Bailey fit perfectly with Terence's film. They showcase our heroes immersed in a waterfall. The luminescent green waters evoke the color of Davidoff Run Wild. Their transparency and the subtle reflections of light on the surface are reminiscent of the fragrance's glass bottle. Tobias and Madison are still wearing their clothes and it is obvious that they impulsively dove into the emerald waters without taking the time to undress. Their attitude illustrates a revealing blend of casualness and readiness. They seem relaxed yet alert, their eyes full of power and intent.

Are you ready to break free?
Will you dare answer the call of the wild?

Davidoff Parfums
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