

# FLASH

## JIMMY CHOO

### FLASH

#### An ultra-modern white floral

#### **The Story/Introduction**

Anticipation. Build-up. Excitement. Those heartbeat moments every woman feels whilst getting ready to go out for an evening of unadulterated fun. That's where this story begins. Introducing FLASH, the second fragrance from Jimmy Choo.

Jimmy Choo Creative Directors Sandra Choi and Simon Holloway had a distinct vision for the Jimmy Choo FLASH muse and the emotions they wanted the fragrance to evoke. According to Choi and Holloway, "FLASH is about the cool rush of excitement and the sense of power a woman feels when dressed in a pair of sexy shoes. Its character, which is both heady and effervescent, captures this perfectly."

FLASH is a solar floral, based around a bouquet of white flowers. It is both effervescent and sensual and evokes the promise, excitement and high octane atmosphere of going out. FLASH is about the thrill of the red carpet, the fun of the nightclub, the glamour of dressing up. It captures a moment of sheer hedonism where adrenalin and confidence collide.

Encased in a luxurious, shimmering, crystal faceted bottle, reminiscent of a paparazzi flash bulb, FLASH is for the glamorous, urban woman. At once provocative and a little bit naughty, she challenges convention; she's a risk taker, charming, audacious and magnetic.

#### **The Fragrance**

FLASH is a white floral with a character that is effervescent, carnal and provocative. The perfumer, Christine Nagel says, "I created FLASH for the self-confident, urban Jimmy Choo woman: sexy, rebellious and sophisticated. I imagined the sound of her heels, clicking on the streets of New York, London and Paris."

The fragrance opens with pink pepper, tangerine and strawberry, for a fresh, sparkling introduction. As these glittering top notes evaporate, heart notes of strong, exotic white flowers, with a tuberose signature enriched with notes of jasmine and white lily, reveal a heady, sexy character. A base of white, powdery woods gives a lasting impression that is both seductive and sensual, but never too much. "As a brand, Jimmy Choo is so resolutely feminine that the perfume had to have a sensual background. I used white woods, a contemporary note that gives a feminine, sophisticated touch but maintains luminosity," says Nagel.

"Christine Nagel is a modern artist in fragrance. Her olfactory vernacular is the definition of cool, but her sensibility is always ultra-feminine and luxurious," says Holloway.

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### Key Ingredients

Top Notes: Pink Pepper, Strawberry

Heart Notes: Tuberose, Jasmine, White Lily

Base Notes: Heliotrope, White Woods

### The Bottle

“We see fragrance as another accessory, we want women to feel as excited as they do when they buy a pair of shoes or a handbag,” says Choi.

The bottle was inspired by a modernist chandelier from the 1970s, and references a palette of crystal, lucite and metal. In keeping with the FLASH story, it was designed to play with light and gives a shimmering mesmerising effect. Its angular, architectural flacon, seems encrusted with small glass studs on three sides.

Recreating the reflection of a crystal, the bottle’s faceted cap has a sleek metal band, adding to its luxurious finish. The colour of the bottle takes its inspiration from the ultraviolet lights of a nightclub and alludes to the flash of a paparazzi bulb. It is at once cool and electric.

The glittering box has an almost diamond like lustre, and when it hits the light, it is like a million miniature paparazzi flashbulbs. The sparkling finish also reflects the effervescent spirit of the fragrance itself.

### The Advertising

The campaign captures a moment of insatiable and hedonistic behaviour. We witness model Natasha Poly reclining on a club floor, relishing her role as the centre of attention. She’s luxuriating in the aftermath of a moment of unabashed excess. “It’s about living the moment, pushing the boundaries whilst retaining a dangerous allure,” says Choi.

The campaign was shot by leading photographer Steven Meisel. “He is able to perfectly capture the mood of luxury and glamour, while revealing a hidden sense of fun and the forbidden,” says Holloway. “Natasha Poly’s smouldering good looks can’t help but spark attraction, but they also have a cool, slow burning sexiness”. The model’s look and spirit embodies the Jimmy Choo woman: international, confident and beautiful.