



## FASHION NETWORK

### Diesel offers a first look at Neymar Jr's new fragrance

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Diesel has unveiled its new fragrance campaign with the football star Neymar Jr.



After weeks of teasing, the brand and the sportsman have launched the campaign for 'Spirit of the Brave,' their new collaborative scent.

The campaign, which was shot by Canadian director and photographer Mark Zibert, comprises a short film starring the Brazilian icon, who plays for Paris Saint-Germain. The clip tells the story of his 70 tattoos and, by proxy, his personal life story and his approach to facing his fears. "They say the brave are fearless," he narrates, declaring:

"No-one's fearless. Without fear, bravery cannot exist."

Diesel has also released the first imagery of the fragrance, whose fist-shaped bottle was inspired by one of his tattoos -- an image of a lion the star sports on his own hand to symbolize self-confidence and bravery

The move is further proof of the increasing value of celebrity scents, which have seen a major resurgence over the past few years, pioneered by stars including Ariana Grande and Kim Kardashian.

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