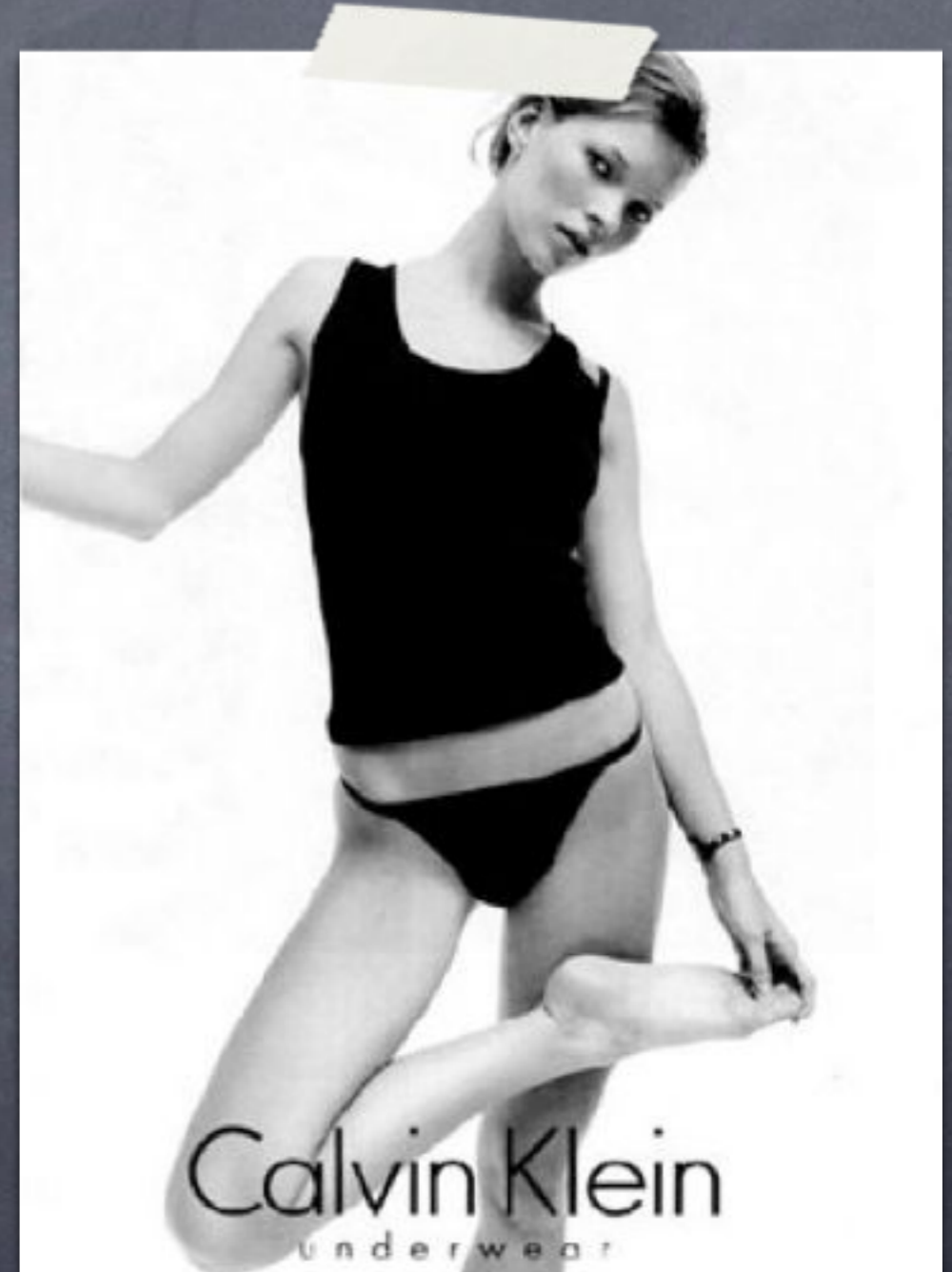


Presentation about Calvin Klein

by Alice

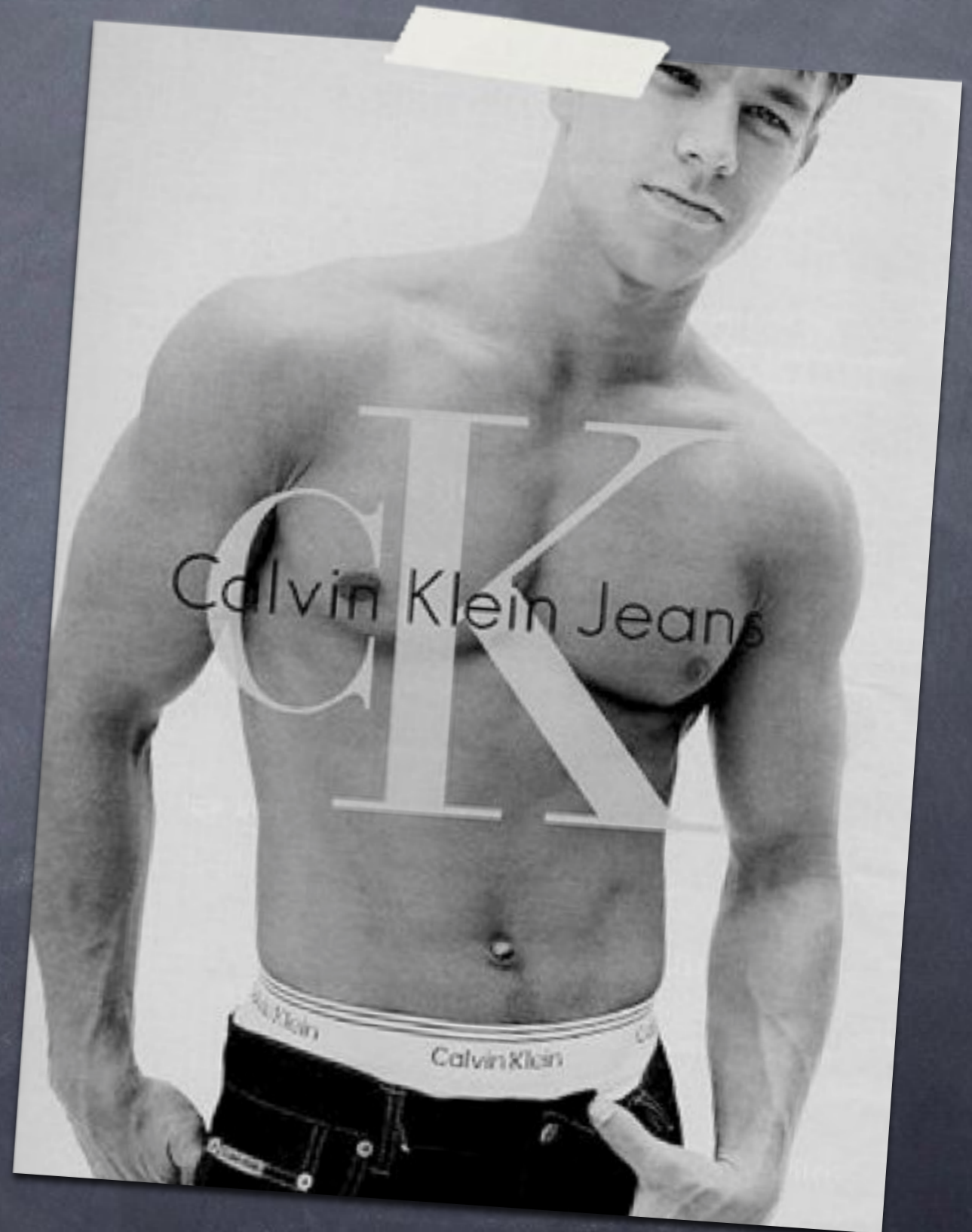
history

- Began its history in 1968, the fashion house Calvin Klein is now one of the most well known and respected in the fashion industry. The company was founded Calvin Klein and Barry Schwartz.



Calvin Klein Jeans

Bright appearance
directions Calvin Klein
Jeans - in an advertising
campaign with Brooke
Shields in designer jeans
and with the slogan
"Between me and my
Kelvin nothing."
This scandalous
advertising was not the
last.



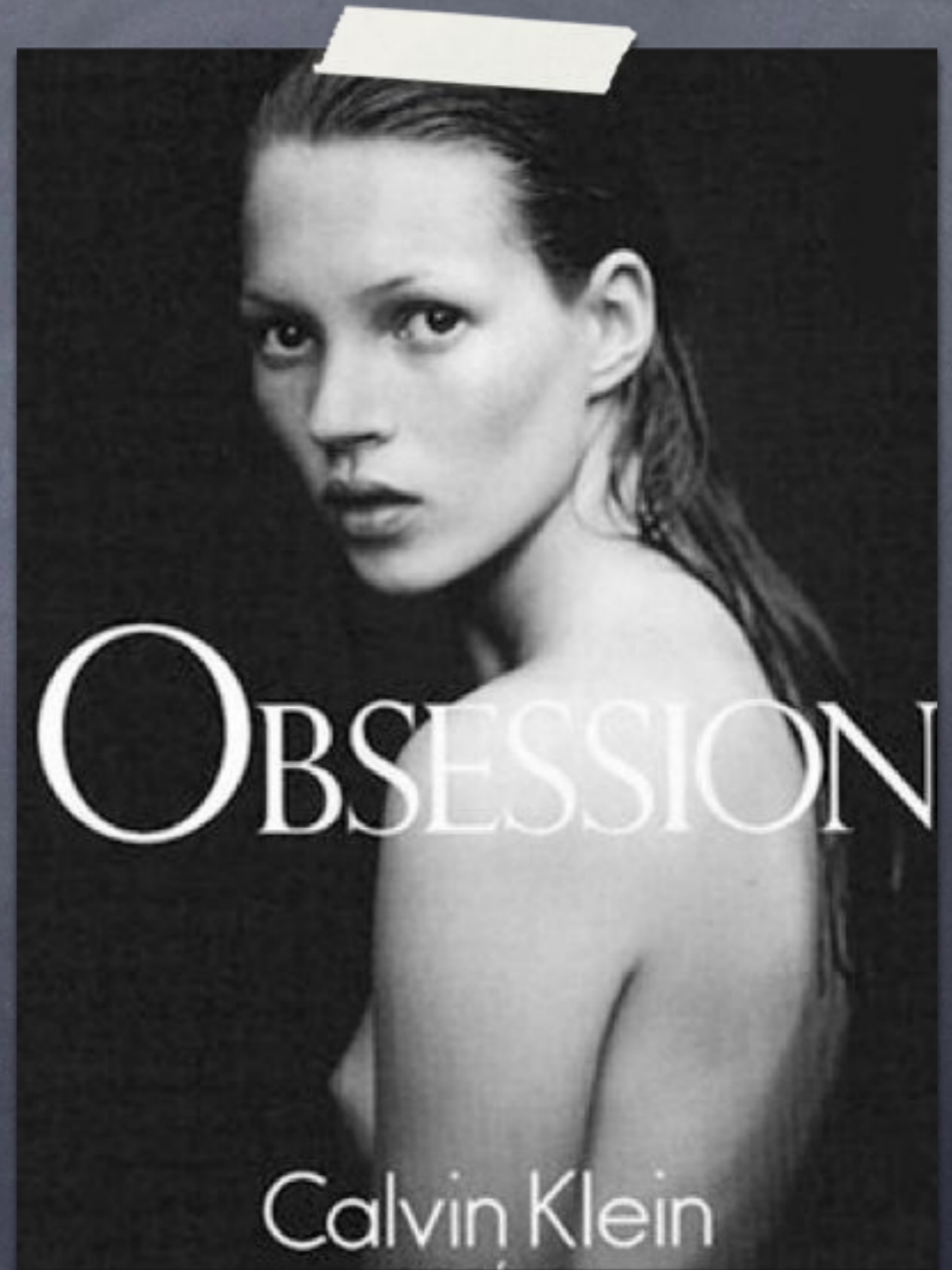
Calvin Klein Jeans

- Art Director - Steven Meisel.
- Videos get so provocative that many TV channels around the world refused to let him into the air. In Russia and the abridged version of video broadcast on MTV



Obsession

- Perfumes news Calvin Klein advertised in a big way and become instantly popular. For example, it was already a cult fragrance «Obsession» and advertising campaign featuring Kate Moss.



Euphoria

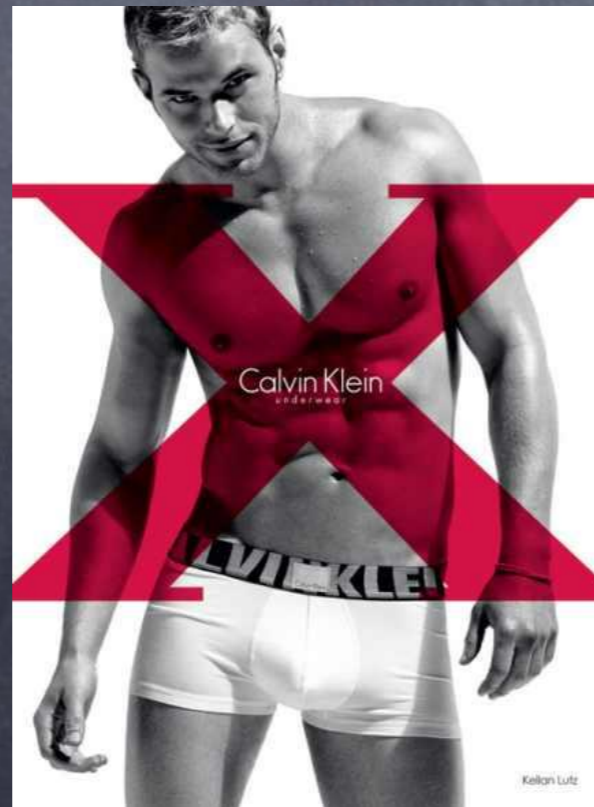
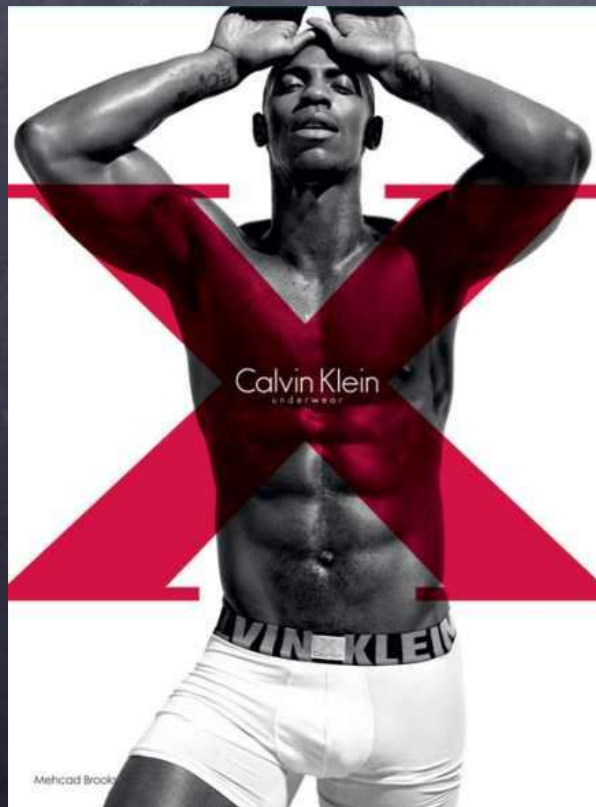
- Face latest Calvin Klein advertising campaign is the model Natalia Vodianova.
- New - fragrance Euphoria, is a continuation of the line of perfume delights Calvin Klein.



Calvin Klein

Underwear X

- Calvin Klein Underwear advertising campaign presents spring-summer 2010 with the participation of actors Kellan Lutz and Mehcad Brooks, Spanish tennis player Fernando Verdasco and Hidetoshi Nakata, the Japanese player.



Calvin Klein Underwear X

- Shooting the campaign, held in New York, led by photographer Michael Jenson and producer Darius Khondji.
- The images of the campaign will appear in the print media, outdoor advertising and digital media worldwide since March. And February will start a special website, xmarkyourspot.com, will house all the photos and videos of the campaign.

Thank you for
attention!