

= Homme by David Beckham =

Homme by David Beckham is a men 's eau de toilette fragrance endorsed by English footballer David Beckham . The scent , which was released by Coty , Inc. in September 2011 , joined his existing scents David Beckham Instinct (2005) and Intimately Beckham (2006) , a his @-@ and @-@ hers collection with his wife Victoria Beckham . The fragrance was launched as part of a new branding venture with business partner Simon Fuller , which also included a men 's bodywear line and a number of other projects to capitalize on Beckham 's worldwide commercial appeal .

The fragrance is based on wooden and spicy notes , while still giving off a fresh and clean smell . It includes top notes of citrus , ginger , pine and pepper ; heart notes of cashmere wood , leather and rosemary and base notes of mahogany wood , patchouli and skin musk .

= = Conception = =

It was announced on 19 May 2011 that David Beckham and his business partner , Simon Fuller , would be launching a men 's bodywear line , a men 's fragrance (with licensing partner Coty , Inc .) , and a number of other projects to capitalize on Beckham 's worldwide commercial appeal . The fragrance , entitled Homme by David Beckham , would join existing scents David Beckham Instinct (2005) and Intimately Beckham (2006) , a his @-@ and @-@ hers collection with his wife Victoria Beckham . Steve Mormoris , senior vice president of global marketing for Coty Beauty , told Women 's Wear Daily that the fragrance is a strategic launch for Coty that represents " a key new orientation for the David Beckham fragrance brand ? getting back to the male roots of the brand , enhancing David as an athlete and an aspirational man and building a new pillar to the David Beckham franchise . " Speaking of the new venture , Beckham said :

It 's not my natural inclination to see myself as a brand , I 'm just a person who has been fortunate to explore other interests and passions outside of the game I love . I will always be associated with my sport but I am now working across other areas that will continue long after my career has finished .

A new logo was created for all of Beckham 's commercial ventures in order to create a " uniform visual identity " for the brand . The mark , which was created by Alasdhair Willis , features the David Beckham name in the Replica Pro font , with a circular hole " punched out of the script " . The hole represents a football and a lens or viewfinder , which can " spotlight a product detail or visual flourish on various marketing materials " . Willis stated that the major challenge when creating the brand identity for Beckham was : " How do you convey through a brand mark the sheer diversity of the David Beckham world ? " . He expanded his comment , stating that the identity needed to represent " the future of the man as well as being true to his core DNA as one of the world 's most respected and talented sportsmen . The identity needed to deliver against all these elements and at the same time be cool , relevant , desirable , versatile and accessible " . Fuller added that the brand should also be aspirational , optimistic and inclusive .

= = Development = =

For Homme by David Beckham , Beckham wanted to create a modern , masculine fragrance that reflected his own personal style . Additionally , he designed the scent with Victoria 's preferences in mind , as the scent is something that she has to " put up with " being on him . He tested the fragrance out on his three sons , stating that : " That 's the good thing about having three boys , they are so honest and they said it was amazing " .

Homme by David Beckham features a " super masculine scent " that is based on wooden and spicy notes , while still giving off a fresh and clean smell . It includes top notes of citrus , ginger , pine and pepper ; heart notes of cashmere wood , leather and rosemary and base notes of mahogany wood , patchouli and skin musk . Beckham has cited rosewood , pink grapefruit and pepper as being three of his favourite scents . According to Beckham , the scents " gives it a kind of leather , cashmere , woody feel " ; something that he has liked in the scents he has worn " over the years " .

According to Beckham , Homme by David Beckham is for a man who opts for a " cool , rugged look and one who prefers a clean @-@ cut , sharp aesthetic . " The scent is said to " encapsulate the spirit " of Beckham , which , according to Rebecca Twomey of Digital Spy , is a concept " sure to appeal as much to women as the men it is aimed at . " The fragrance is intended to be a more manly fragrance than Beckham 's previous releases . According to Twomey , the fragrance 's bottle is " refreshingly different " to Beckham 's previous six scents .

= = Marketing and reception = =

The print campaign for Homme by David Beckham was shot by fashion photographer Alasdair McLellan in March 2011 . The photographs feature Beckham against a dark background , wearing a sleek charcoal gray suit . According to Erin Donnelly of Fashion Etc . , the styling gives Don Draper " a run for his money " . A behind @-@ the @-@ scenes video of the photo shoot was released in on 19 July by British GQ . In the video , he discusses the inspiration behind the scent , poses in a " razor @-@ sharp " suit and " runs around with his shirt off " .

The television advert for Homme by David Beckham , which was directed by Anthony Mandler , opens to see Beckham " showing off his physical prowess " as he runs topless along a platform . As he reaches the edge of the platform , Beckham dives into a vat of the fragrance . In the next scene he is fully dressed in one of his trademark tailored suits . Beckham appeared in a sketch on The Ellen DeGeneres Show to promote the fragrance . In the sketch he is " almost unrecognisable " as he stood in the cosmetics aisle at a Target store , offering passing customers a sample spray of the scent . Homme by David Beckham was included in Esquire 's list of the best colognes for men in 2011 . Digital Spy included the fragrance in their 2012 Christmas gift guide , commenting that : " The man in your life may not look like Mr Beckham ? but at least he can smell like him " .