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**Brut Native Material Flight 1 2020**

**Be Your Own Man**

**2 March**

**V1**

**1) Native Ad**

A person standing posing for the camera

Description automatically generated

**Header**

Are modern men manly?

**Body copy**

It’s a classic piece of advice: be your own man. But is there such a thing and how does he compare with the ‘real men’ of yesteryear?

**2) Landing page**

**Header**

Are modern men manly?

**Body copy**

It’s a classic piece of advice many of us try to live by : be your own man. But the definition of what a man actually is gets more complicated every year. Are there indisputable rules for being a man?

If you believe everything TV, movies and your Dad’s generation tell you, being a man is simple - sport, beer, hard work and a bit of romance if it doesn’t get in the way of your motorbikes or boxing. If so, a quick shave, splash on a manly cologne, tidy jacket and BOOM! - instant way to have a happy life, happy wife, 2-3 kids and a Commodore.

Masculinity today definitely has more dimensions to it than that cardboard cutout ideal of the 70s. These days, a 20 something concrete layer is just as likely to be seen at a hipster music festival as an uber cool metrosexual is in the backyard doing DIY. Truth is, today’s men are as manly as they ever were. It’s just that their ‘manliness’ now comes in different forms. The main thing to remember is that no matter what kind of man you want to be, the key is to be your own man.

So here’s our top ‘be your own man’ tips:

**1 - Whatever you do, do it with confidence.**

Nothing says you’re a man as much as self-confidence. How do you get it? Simple self-respect. Stay fit and healthy. Keep yourself looking sharp, thinking sharp and smelling fresh. Talk to any prospective employer or partner and they’ll tell you confidence is key.

**2 - Appreciate every man for who they are**.

Being yourself in the modern world takes guts. Respect that and avoid being the dude who knocks other dudes for being different. Build them up and have their back even if they’re not the same as you.

**3 - Have heroes, not idols.**

Everyone needs role models they can look at and say “you’re nailing it”. Just keep in mind nobody’s perfect. Have your heroes but don’t lose sight of the fact they’re only human and there’s a ton of things you can do that they could only dream of.

**4 - Look forward but respect the classics.**

It’s good to live in the now, but for that well-rounded attitude, it’s also good to draw from the past. Some things will always be classically masculine including certain fragrances. Brut is a classic in the truest sense. From body wash to cologne, its unmistakable scent is arguably more relevant today than it was 50 years ago when it was developed by Faberge. Nothing says ‘be your own man’ quite like Brut.

There’s no hard and fast rule when it comes to being your own man. The main thing to remember is that masculinity isn’t going out of style, it simply changes with the times.

To learn more about Brut fragrances, click here