

PRODUCT PRESENTATION

CK IN2U FOR HIM

An Iconic Aromatic Fougere Fragrance by Calvin
Klein



Brand Identity & Vision

Designed for a connected, confident generation seeking spontaneous
freshness.

Fragrance Notes Architecture



Top Notes: Crisp Lemon Zest and Green Tomato Leaf open with an immediate surge of vibrant freshness.



Heart Notes: Spicy Cacao Pod and Shiso Leaf add intriguing warmth and modern complexity.



Base Notes: Vetiver, White Cedar, and Sensual Musk create a grounded, long-lasting finish.



Iconic Bottle Design



Minimalist Architectural Aesthetics

The CK IN2U bottle showcases Calvin Klein's legendary design language. Featuring a matte white minimalist upper shell seamlessly fused with a weighted, crystal-clear blue glass base, it reflects clean sophistication and contemporary urban style.

Core Product Pillars



Spontaneous Energy

Captures the uninhibited spirit of the digital age with bright, uplifting citrus accords ideal for daily wear.



Intriguing Contrast

The unexpected blending of fresh green top notes with rich warm cacao creates a memorable olfactory signature.



Effortless Style

A versatile scent profile designed to transition effortlessly from casual daytime outings to evening events.

Target Demographic

The Modern Urban Male

CK IN2U targets energetic young men who value authenticity, spontaneity, and clean aesthetics. It appeals directly to digital natives with an active, fast-paced lifestyle.

Positioned as an affordable luxury scent, it remains a staple choice for young professionals and trendsetters globally.



Global Legacy

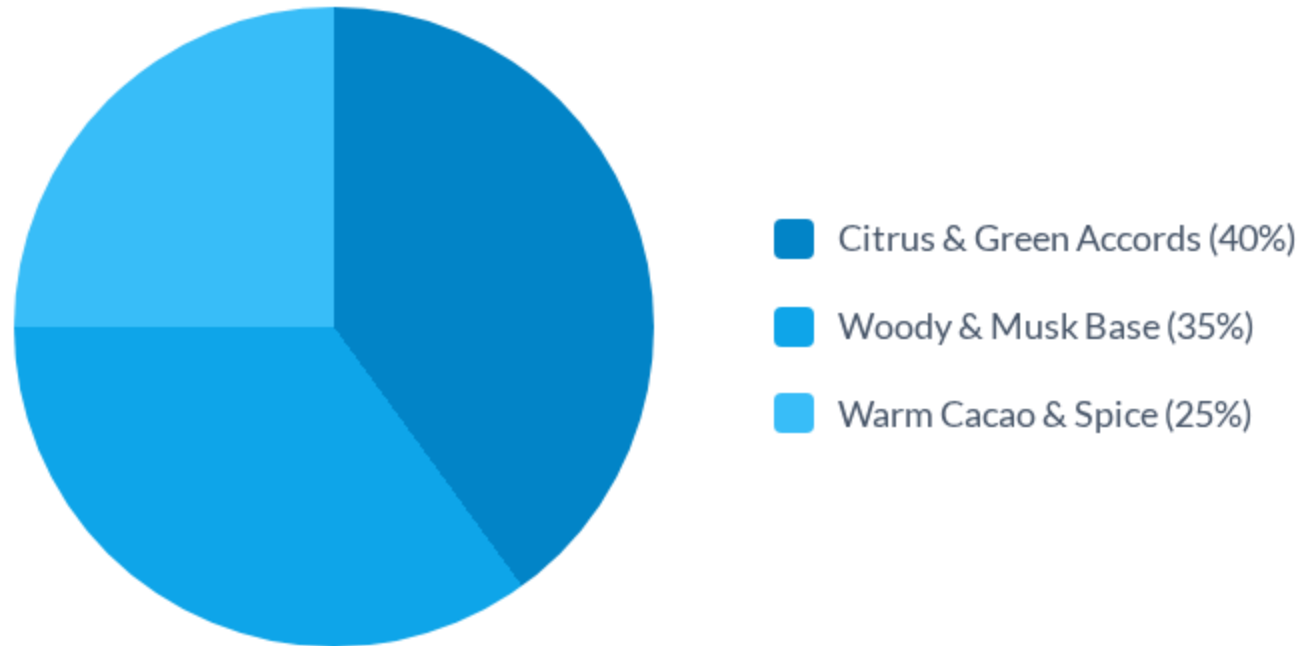
2007

Year of Global Launch

A Time-Tested Classic

Launched worldwide in 2007, CK IN2U created a paradigm shift in youth-targeted fragrances. Over nearly two decades, it has maintained its standing as one of Calvin Klein's most enduring and popular men's Eau de Toilette lines worldwide.

Olfactory Profile Composition



The fragrance achieves perfect harmony with dominant citrus elements grounded by robust woods and subtle gourmand cacao touches.

Performance Breakdown



CK IN2U scores highly in daily wearability and immediate invigorating freshness, making it a reliable signature scent.

Fragrance Tier Matrix

Olfactory Level	Key Ingredients	Sensory Experience	Evaporation Time
Top Tier	Lemon Zest, Tomato Leaf	Zesty, Crisp, Invigorating	0 - 30 Minutes
Heart Tier	Cacao Pod, Shiso Leaf	Warm, Subtle Spice, Aromatic	30 Mins - 2 Hours
Base Tier	Cedarwood, Vetiver, Musk	Woody, Grounded, Earthy	2 - 6+ Hours

Brand Lifecycle



Questions & Answers

Thank you for exploring Calvin Klein CK IN2U For
Him.

www.calvinklein.com

Image Sources



https://cdn11.bigcommerce.com/s-j0xvgmc674/images/stencil/450x559/products/227/620/Untitled_912_x_931_px__99626.1719965214.png?c=1

Source: naturalbulksupplies.com



<https://9f8e62d4.delivery.rocketcdn.me/wp-content/uploads/2023/09/How-A-Young-Man-Should-Dress-Age-18-29.jpg>

Source: www.realmenrealstyle.com