

paco rabanne

Sofia, March 23rd, 2020

1 MILLION Parfum – The New Fragrance by Paco Rabanne

There are two kinds of men.
The ones who take risks. And the ones who watch.

1 MILLION Parfum.
Same charisma.
Same allure.
Same attitude.
Same fragrance signature.

The scent: a floral leather with solar strength
A flamboyant new take on 1 MILLION.
By Christophe Raynaud and Quentin Bisch.

Their mission: to imagine the new generation of 1 MILLION.

The result:
A light bath.
A heat wave.
A sensuality overdose.
Where leather meets flowers, in the mid-summer.
The impression of a slightly salty skin warmed by the sun.

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The New Fragrance by Paco Rabanne

1 MILLION Parfum



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A salty pulsation: a salty tuberose, ambroxide, cashmeran accord.

Leather opulence: a solar leather accord, rockrose resin.

GIVE ME MORE

The bottle

How to be unique among 1 MILLION bottles?

GO BEYOND OR GO HOME

The original 1 MILLION, reinvented.

A new emblem: radiant, royal, solar.

There are two kinds of bottles.

The ones you forget. And the ones you collect.

Too much is never enough.

Joey Bada\$\$, 1 Million spokesperson:

24 years old and a brilliant energy. Charisma to spare. His name is Joey Bada\$\$, and he's one of the superstars of the international hip hop scene. Born in Brooklyn, this young American rap prodigy is also an actor (Mr. Robot with Rami Malek, among others) and an entrepreneur. A committed, respected artist, he lends his voice to those who cannot be heard. His motto: to be free and proud, and above all, to keep his head held high.