Kenneth Cole launches first new fragrance in 15 years along with personalization collection

By Cassidy Mantor - 2 February 2018

Kenneth Cole has launched its first fragrance masterbrand in fifteen years in the form of a new customizable fragrance duo of Kenneth Cole for Him and Kenneth Cole for Her accompanied by three personalization scents.

The fragrances are designed to be layered to create an individual's signature scent. The collection offers the new fragrances in a four-piece set that includes three personalization scents called Serenity, Energy and Intensity that can be worn alone or in a unique combination.
"I believe that everyone is their own brand," said Kenneth Cole, Chairman and Chief Creative Officer at Kenneth Cole Productions, Inc. Cole explained how personal style is defined and offered the fragrance collection as a new "opportunity for one to further express their individuality."

Kenneth Cole for Him is a woody marine scent with salty and citrusy top notes and a base of amber. Midnotes include jasmine and ginger. As a counterpart to the men's fragrance, Kenneth Cole for Her is a floral musk that balances citrus and peonies with sandalwood.

Among the three personalization scents, Serenity blends notes of whiskey, peach and vanilla for a calmly comforting scent, Energy's neroli, orange and magnolia create a sporty and upbeat blend, while Intensity's notes include cardamom, saffron and leather.

Kenneth Cole for Him and Kenneth Cole for Her sprays are available in two sizes of 1.7ml and 3.4ml for $65 and $85. The new fragrances launch this month.

The personalization sets are available as a four piece set for $100. They launch in April 2018.

Kenneth Cole fragrances are designed and distributed by Parlux Fragrances Ltd. Parlux is a wholly owned subsidiary of Perfumania Holdings, Inc.

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