

FRAGRANCE AND PERSONAL CARE

# Versace recruits American actor Channing Tatum for Eros campaign

August 6, 2024



*In a new promotion, the 44-year-old Hollywood star embodies the energetic and passionate character of Eros, the Greek god of love. Image credit: Versace*

---

By LUXURY DAILY NEWS SERVICE

Italian fashion label Versace is turning to mythology as the source of inspiration for a new campaign.

Out this week, American actor Channing Tatum is helping promote men's fragrance Eros Energy. Directed by London-based photography duo Mert Alas and Marcus Piggott, the visuals mark the Hollywood star's debut appearance in a Versace advertisement.

"I love the strength of these images," said Donatella Versace, founder and chief creative officer of **Versace**, in a statement.

"Channing makes the perfect face for Eros," Ms. Versace said. "He is strong and determined and at the same time incredibly kind and charming."

"He is the modern Eros, celebrating love, power and dedication."

## Next to godliness

The maison's campaign is now live on digital channels, featuring Mr. Tatum and an archer.

Inspired by the Greek god of love, Eros was first launched in 2012, with Eros Flame coming later in 2018. Though a release date has not been announced yet, Eros Energy is landing soon and will be the third in the collection.

## *Channing Tatum promotes Eros Energy for Versace*

The formulation takes cues from the Mediterranean coastline, with hints of citrus, bergamot and grape evoking scents native to the region. As the two other members of Versace's Eros selection have mandarin and lemon top notes, the vegan fragrance should fit comfortably into the product line.

"Donatella's idea for this campaign has such a strong creative vision and real physicality," said Mr. Tatum, in a statement.

"It captures the unique mix of elegance and energy that I love about Versace," he said. "To represent the Versace Eros fragrances, which have such a powerful place not just in fashion but in culture, is a great privilege, and to do so for my friend Donatella is beyond words."

“Thank you, Donatella, I love you.”

This fragrance advertisement follows in the footsteps of multiple ancient Greek-themed promotions from Versace. The brand has been known to theme both imagery and products after Greco-Roman art (see story) and Medusa, a mythological woman with snakes for hair (see story).



© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.