

STYLE

SPORTS



DRAKKAR ESSENCE

Cam Newton Becomes Face of Drakkar's Newest Fragrance

By: Maggie Maloney | **Photographer:** Courtesy of Drakkar Essence

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Men take note: an NFL captain is making it much easier to get a piece of his personal sense of swag. L'Oréal USA has announced the debut of a new Guy Laroche fragrance, Drakkar Essence, featuring NFL quarterback Cam Newton as the face of the campaign. Newton, QB of the Carolina Panthers, the first overall pick in the NFL draft the same year as winning the Heisman Trophy, winner of a national championship and a rookie of the year award, is the perfect face for the latest incarnation of the legendary Drakkar Noir fragrance.

Drakkar Essence has the same conquering spirit that promotes action, energy, strength, power and self-confidence embodied by the quarterback. As Newton himself notes, "The Drakkar Essence man is bold, strong, fashionable and confident. He is powerful and embraces the moment. When he walks into the room, he doesn't have to say a word—you don't know who he is or what he does but you know he's important." And the Drakkar Essence man smells important. This bold, aromatic fragrance includes refreshing notes of spearmint, grapefruit, dry woods, lavender and spicy sage.

The fragrance's launch has a social media aspect with exclusive video and photo content of Newton in his signature superman pose, along with the hashtag #ShowYourPower to encourage buyers to share their own power poses. For every social media submission using this hashtag, L'Oréal will donate one dollar to the [Cam Newton Foundation](#), the athlete's non-profit organization that provides resources to underprivileged youth.

We had the chance to speak with Cam about his foundation and the Drakkar Essence collab. Read our interview [here](#) and be sure to purchase Drakkar Essence, available at Macy's, Dillard's and Belk stores nationwide. 