

DIESEL

**ONLY THE
BRAVE**

#BRAVEOFTOMORROW



ALEX PETTYFER

DIESEL

ONLY THE BRAVE

**#BRAVEOFTOMORROW
@DIESELFRAGRANCES**

“We are the brave of tomorrow.

The strong ones.

The great ones.

The creative ones.

The most graceful ones.

Tomorrow belongs to the brave and the brave only.

It depends on us...”



REDEFINING BRAVERY

Bravery is no longer only about the courage to be yourself or the courage to overcome your fears. Tomorrow's bravery is about giving yourself the freedom to be who you really are, whoever you are.

It's about defining your values and about the audacity of defending those values. Sharing them with others to make a difference.

Bravery is finding the courage to be the hero of your own life. To take your destiny into your own hands. To use your own standards to unite with others. Building a better world together, starting with yourself.

It's the ability to commit, to build up energy and be part of the brave of tomorrow.

ONLY THE BRAVE

MEET THE BRAVE



With its new campaign starring British actor Alex Pettyfer, Diesel Only The Brave brings the idea of bravery to a nondescript metropolis.

From a young age, Alex Pettyfer has shown the bravery, will and determination to achieve his dreams. At 15, he ventured out on his own to Los Angeles, where he was cast as Alex Rider in the movie Stormbreaker. For this, his breakthrough role, he was nominated for both a Young Artist Award and an Empire Award. Pettyfer went on to play leading roles in I Am Number Four, Endless Love, Magic Mike, The Strange Ones and the upcoming The Last Witness, as well as supporting roles in The Butler and Elvis & Nixon. His next big challenge is Back Roads, which the 27-year-old heartthrob will star in as well as direct.

The Diesel Only The Brave hero is a born leader. Charismatic, inspiring and uniting others to achieve their dreams. He knows that his ideas have meaning, both for himself and the young men and women he has gathered under his wing. In the film, Alex Pettyfer leads and unites a global squadron of young and influential braves. Pettyfer and his crew dare to stand out from the crowd. They are determined to defend their ideas. As a team, they fuse strength, artistry, intelligence and finesse. Bravery becomes a rallying call, inspiring us to aim for what we really want in life. Fearlessly, yet gracefully.

The Diesel Only The Brave digital campaign encourages young people endorsing tolerance, kindness and generosity through sports, arts and the media. The campaign puts forward influential leaders rather than influencers. They are young men and women who inspire us and transport us. Their audacity makes other people dream. Their experiences prove that everything is possible.



THE CREW IS COMPOSED OF:

THE STRONG ONES

Bjorn De Klerk, a South African parkour athlete, coach and performer, and **Jason Paul**, a German freerunning athlete, are both known for their awe-inspiring feats. Pushing themselves to the limits, De Klerk and Paul symbolize stamina and expressing their bravery through dynamism and strength.

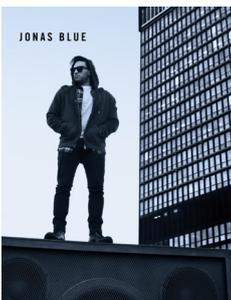


THE GREAT ONES

Les Twins, Larry and Laurent Bourgeois are 'New Style' French dancers, prodigious choreographers, singers and models. They are recognized internationally for their talents in new style hip-hop dancing. Les Twins have been featured dancers for various music artists including Beyoncé, Jay-Z and Missy Elliott. They are also the founding members of the successful dance team Criminalz Crew.



ONLY THE BRAVE



THE CREATIVE ONE

Jonas Blue is a British DJ who has succeeded on his own terms, using social media to conquer dancefloors all over the world. His debut single Fast Car climbed to second position on the UK charts in 2016. The follow-up, Perfect Strangers, was a hit all over the world. Bravery as expressed through strong-willed creativity.



THE MOST GRACEFUL ONES

Lee Juae from South Korea and **Cassandre Lemoine** from France incarnate bravery with grace and agility. They reinvent long board dancing and dare to express their own vision.

Together, they are the **#BRAVEOFTOMORROW**

THE FILM

The new Diesel Only The Brave film was directed by award winning film maker Colin Tilley. Tilley has directed music videos for Rihanna, Justin Timberlake, 50 Cent, Lil Wayne and Future, among many others. The black and white film explores how one's individual courage can also inspire and unite others.

Starring Alex Pettyfer and introducing a motley crew of millennial athletes, the film uses an urban setting as its gritty backdrop. Each member of the crew is given his or her chance to shine, from the Twins' high-energy dance steps to free runner Bjorn De Klerk graceful strides.

ONLY THE BRAVE



«I can't help but believe that youth are our answer.» said Tilley.

«We need to encourage brave young people who are promoting the ideas of tolerance and understanding through arts, athletics, policy and media. I love projects like this, films with a direct and powerful message.»

The film's soundtrack features the hit Sail by the American alternative rock band Awolnation, formed and fronted by Aaron Bruno.

THE VISUAL

The campaign visual was shot by photographer Greg Harris and features a determined Alex Pettyfer standing on top of the city. A born leader ready to change the world.

ONLY THE BRAVE

BOLD SYMBOL OF A GENERATION

Since its launch almost ten years ago, Only The Brave has become Diesel's signature men's scent. Bold and provocative, the fragrance was conceived as an olfactory meditation on courage, using both citrus and leather to express modern masculinity. Encapsulated into its iconic blue-iced bottle in the form of a clenched fist, it stands as a symbol of an epic generation: Only The Brave.

At its top: fresh lemon Primofiore oil, blended with mandarin essence, and given deepened complexity with a spicy accord of coriander leaves.

At its heart: resinous labdanum, along with an accord of violet leaves, as well as a rosemary accord for extra energy.

At its base: strong, warm notes of cedar and amber, as well as a sensual leather accord.

"The originality of the fragrance is its modern and trendy citrus leathery (styrax and labdanum) signature. Powerful masculine leather is vivified and illuminated by energetic zests of lemon. This vigorous duo of ingredients gives a strong and singular personality to the fragrance" explains Aliénor Massenet and Pierre Wargnye, perfumers at IFF.

