



**Press release: Under embargo until 25th September 2022
Previously 19th September - launch timings changed out of respect
for the funeral of Queen Elizabeth II**

The Female Gaze Redefined: Iconic on a new level

Coco de Mer launches new Icons campaign, starring Helena Christensen with a team of industry exemplars

September 25th 2022, London: Luxury lingerie brand and home of pleasure Coco de Mer reveals the launch of its new Icons campaign in an exclusive collaboration with internationally renowned Supermodel Helena Christensen, Claire Rothstein, Ruby Hammer MBE, Bay Garnett, Samantha Hillerby and Sabrina Gayle.

The inimitable Helena Christensen is reprising her role as the face of the Coco de Mer Icons collection for another year. The 2021 campaign delved into the feminist concept of The Female Gaze, with the supreme Helena Christensen taking control; of her image, of the art direction - everything about the way she was viewed was up to Helena and it was an inspiring experience.

Following on from the success of last year, this next campaign evolves the concept of the female gaze and considers how a collective of iconic women can create a new perspective.

This campaign brings the female gaze to a new level of iconic as a result of the collective success within this team, with a sense of complete empowerment as the cynosure of the campaign.

The team:

The Face: Helena Christensen

The Photographer: Claire Rothstein

The Stylist: Bay Garnett

The Make Up Artist: Ruby Hammer MBE

The Hair Stylist: Samantha Hillerby

The Manicurist: Sabrina Gayle

The pieces in the 2022 Icons Collection push, pull and entice. Featuring four ranges, incorporating a new design (Hera), a number of updated styles from the Coco de Mer archive and an expanded, more inclusive size range. The new Icons Collection consists of a series of timeless, elegant pieces that exude power, glamour and sensuality, a divine blend of Helena's style. Celebrating female pleasure remains at the heart of Coco de Mer's philosophy and is reflected in each piece, crafted for, and inspired by, the modern woman.

"I loved every part of the Icons campaign last year and am thrilled to collaborate with Lucy and Coco de Mer on another exciting concept and a wonderful team of inspiring women. Working on the previous campaign and having been a loyal Coco de Mer customer for years, I experienced how intrinsic the ethos is to the brand of truly championing female sensuality and inclusivity. By incorporating a fusion of different women and their unique visions, I hope we encourage women to celebrate their feminine power, and the phenomenal feeling you experience when wearing Coco de Mer."

– Helena Christensen

"Working with Helena for the Icons campaign has been such a joy. She is a perfect embodiment of the Coco de Mer woman and the way she captured that essence in the previous campaign was incredible."

We looked at ways to top the success of last year, and became so excited by the concept of a collective female gaze, to show another dimension of iconic through the potential we can create together. To have this team of exceptional women on board is such a privilege and speaks volumes about the united belief in the importance of catalysing the conversation around female pleasure, something that remains at the core of Coco de Mer.”

– Lucy Litwack, Owner & CEO of Coco de Mer

Choose from four Icons; Seraphine, Athena, Hera and Sylph; an all-black collection of refined silhouettes in luxurious and opulent textiles, ranging from silk slips, robes and teddies, to daring two-piece sets with cut out detailing. Embrace a sleek silhouette with the Athena bodysuit, or showcase the female form with a sensational set from the new Hera designs.

The Coco de Mer Icons campaign will launch following London Fashion Week in September 2022 and will be available exclusively with Coco de Mer, in store at their Monmouth Street boutique and online at www.coco-de-mer.com, as well as through Net-A-Porter.com and [Selfridges](http://Selfridges.com) from 19th September 2022. Prices start from £65 and sizes range from 32B – 34F and XS – XL.

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About Coco de Mer:

Founded in 2001, Coco de Mer creates and curates a unique collection of luxury lingerie and sexual wellness products for women, by women - a considered range designed to explore the fun, joy and endless possibilities of women and their sexuality. Celebrating and championing female pleasure is at the heart of Coco de Mer's brand philosophy. Available online and its exclusive London boutique, Coco de Mer encapsulates The Home of Pleasure, offering women a safe place to discover their own desires and be inspired by its offering of luxury lingerie, designer sex toys, exquisite bondage, sensual body products, erotic gifts and immersive live events.

<https://www.coco-de-mer.com/>

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