

# prosound

NEWS  
www.prosoundnews.com

## News

### Shimkin Scores Steamy Calvin Klein Campaign

New York City (November 5, 2002)—Face the Music's Tony Shimkin has scored a new and highly provocative television and Internet ad campaign for Calvin Klein's Crave perfume. The four :30 spots feature some private moments with Australian model Travis Fimmel, who has been called "the world's most beautiful male."

Each of the four spots features a bare-chested Fimmel hanging out in his loft apartment. In the three TV spots he toys with a computer music system and watches home movies. The Internet-only spot, dubbed "Animation Red," shows Fimmel, bathed in red light, swaying back and forth suggestively in front of a wall displaying computer-animated product graphics.

Supporting these scenarios is the nervous energy of Shimkin's garage-rock soundtracks. With its angular riffs and gleeful attitude, the music calls to The Who, The Clash, Big Audio Dynamite and the Velvet Underground. The music drives the spots; there is no voiceover, except for a breathless mention of the product at the end.

"We got direction from Fabian who wanted a raw rock sound," Shimkin said. "He was very open to interpretation and just wanted us to have fun with it. We recorded all of the tracks live, with drums, bass and guitar, no special effects, no special treatments. We wanted it to sound like we had pulled a band off the streets of New York. It was the kind of music we've been playing all of our lives."

Shimkin wrote several scores for the campaign, but the first track he laid down—for the spot titled, "Funny"—was totally improvised. "Fabian suggested we simply react to the picture," said Shimkin who played bass and drums on the track, with Rob Bailey on guitars. "We winged it."