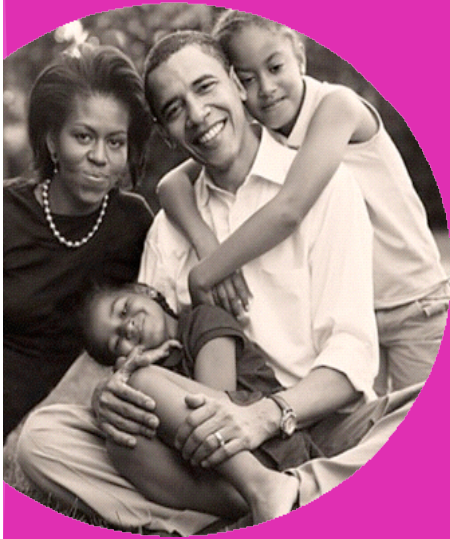


# The New Man Has Arrived



In the last 40 years, the male model has been challenged by the growing power of women. Women have managed to impose part of their codes and values on men. The soft man described by Elizabeth Badinter in the early 1990s or again the metrosexuals at the turn of the millennium are the products of the sometimes excessive feminisation of society.

These days, men are reconciling the benefits of feminisation with ancestral masculine features:

***“Men no longer give up their place, they reinvent it and renegotiate it with more humility, curiosity and fairness.”***

***E. Poncet, assistant chief editor of GQ.***

We are witnessing the emergence of a “third man” who is constructing a synthetic form of virility: multifaceted, free of gender stereotypes, tailor-made by each individual. These men live their virility through time spent with other men, flexing their adventurous instincts or exploring new male preserves such as games and technology. They also get the best out of their feminine dimension: introspection and sensitivity are now legitimate, good grooming has become both a social imperative and a new source of pleasure.

These men seek fulfilment through independent, creative work, by inventing a new kind of fatherhood in their private lives, and in their relationships with women who can also play all roles.

***“ Before, who was happy ? Men just worked. Today, the new operative word is fulfilment. Men want everything.”***

***M. Macko, chief editor of Detail***



## Our Comment

This new man is still emerging...

But he will prevail because, supported by today's X and Y generations, he will be definitively crystallised by the Z generation: the men whose fathers constructed a synthetic form of virility.

The first brands and products to offer the keys to this new man and help crystallise him, will become the fetish brands of the men of tomorrow.