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TAGG Launches Justin Luke's New Fragrance, Pink Boi

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"If guys think 'Justin Luke' and along with it comes 'stuff that young gay guys love,' I'd be a very happy and satisfied guy."

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By: [Chris Hernandez \(/authors/chris-herandez\)](#)



(Picured above: Justin Luke & Sean Patrick Ryan)

On Thursday night, BoiParty promoter and entrepreneur [Justin Luke](http://www.nextmagazine.com/content/26-gavest-moments-simpsons) celebrated the launch of his new fragrance, Pink Boi, at [TAGG](http://www.nextmagazine.com/whats-next-now/tagg) on the corner of 49th Street and 9th Avenue.

"Pink Boi is a fresh and sporty scent that fits in with the guys who attend [BoiParty events](http://www.nextmagazine.com/content/penthaus-launches-its-second-season-legendary-copacabana). It's young and fun but still sophisticated without being too frivolous," says Luke. "It is ideal for a first date or a night out at a house party or club. Its initial fresh burst is clean and exciting, refreshing and reinvigorating. After that it takes on a more suggestive and intoxicating aroma that's perfect for entrancing a guy. And by the time you're headed home, it's a manly and lasting musk that they'll remember the next day."

Luke was asked to partner with Greg Dyrsten and perfumer Karl Jones about a year and a half ago on the fragrance. "[I'm] very happy to be doing this with Justin because he definitely has a name that draws attention," says Dyrsten. "It's perfect that he would have a cologne. It's time that this nightlife community in New York has a cologne that represents them. It's something we've been waiting for awhile. To finally have this day here is thrilling."

According to Luke, the fragrance has three unique levels beginning with a fresh shot of mandarin orange and spice that mellows down to an intoxicating absinthe and finishes with a sultry clary Indian sage. "In non-fragrance terms, it starts fresh and clean and ends in a masculine way that isn't too overpowering," Luke says.

The packaging for Pink Boi features two shirtless models, one wearing Luke's signature pink frames, peering through the bottle. The bottle is placed in a velvet bag instead of a box.

For the event, TAGG was transformed into a pop up club including fog machine, lights, open bar, and DJ Mikey Mo bringing the pop beats. "TAGG is an amazing boutique in the throbbing heart of Hell's Kitchen. Why not exclusively sell a fragrance for gay 20somethings in the epicenter of where they live? Also, TAGG regularly gives back to the community with late-night parties featuring DJs and open bars. Aligning with Sean Patrick Ryan and TAGG was an

absolutely obvious choice," says Luke.

On the horizon for Luke is the launch of his new self help book for 20somethings, *The Gay Gospel*, at the Ritz on Nov. 18 and a slew of nightlife events and parties. "Life is chaotic and unpredictable and you never know how many paths are open to you until you try them all on for size. It's not that I've always wanted to do everything; it's that I've always been curious and I've always found creativity to be my drug," says Luke. "It occurred to me as I started putting out books and now this fragrance that I am building a brand, and I'm okay with that. If guys think 'Justin Luke' and along with it comes 'stuff that young gay guys love,' I'd be a very happy and satisfied guy."

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