

## SHILPA LAUNCHES SIGNATURE FRAGRANCE

- S<sup>2</sup>, the new fragrance from Shilpa Shetty –

### The Star

Since gracing our screens so elegantly earlier this year, the beautiful Bollywood superstar Shilpa Shetty has launched herself miles ahead in the fashion and beauty stakes. Not satisfied with putting us all to shame with her immaculate sense of style and sex appeal, Shilpa has now launched her own equally stunning perfume - S<sup>2</sup>.



### The Creation

The name, S<sup>2</sup>, is a formula version of Shilpa Shetty's initials to create a modern, edgy feel. Created by one of the oldest French perfumers, Robertet, each ingredient has been personally picked by Shilpa, with each keynote having an individual importance to her. The scent is semi-amber floral as well as being sensual yet mysterious. It is elegant, refined and subtle yet still brimming with enigmatic notes bringing out the richness and quality of the fragrance.

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### **The Fragrance**

The fresh, fruity, floral ingredients of Mandarin, Bergamot, Cyclamen, Peach and Melon make up the top notes followed by the heart notes of Jasmine, Sandalwood, Vetiver and Patchouli to create a rich aroma. The lingering base notes are a combination of the gorgeous, sensual undertones of Vanilla and Musk.

### **The Design**

The packaging shows the facets of Shilpa's personality thanks to its elegant yet slightly gothic edge design. Her pink and white signature gracing the heavyweight glass bottle demonstrates how proud she is of her creation. A touch of fun is added thanks to a detachable stylish phone jewel dangling around the neck of the bottle. The outer packaging of the box is in pure iridescent white to illustrate Shilpa's purity, while the inner carton is white and pink leopard print proving she has a wild side, too.

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S<sup>2</sup> is available in one size; £19.95 (100ml) EDT and will be available from stores nationwide (stockist 0870 850 3868).

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Further information from:

Wendy Campling/Nicola Boniface

Sparkle PR

Tel: 020 8686 8441 / 020 8686 3141

E-mail: [wendy@sparkle-pr.com](mailto:wendy@sparkle-pr.com), [nicola@sparkle-pr.com](mailto:nicola@sparkle-pr.com)

## NOTES TO EDITORS:-

Shilpa Shetty was born on 8<sup>th</sup> June 1975 and is the eldest daughter of Surendra and Sunanda Shetty.

Both of Shilpa's parents were successful models so stardom has always been in her blood and she began her career at the age of 15 after sending pictures of herself to modelling agencies. Despite having no acting background, Shilpa was offered her first film role at the age of 17 in *Gaata Rahe Mera Dil*. Although this particular film was not completed, Shilpa's next role in the film *Baazigar* in 1993 became a major hit and earned her a Filmfare Best Newcomer nomination for her portrayal of a woman murdered by her psychotic boyfriend.

Shilpa did however have to work extremely hard in order to prove her talent. It was mainly after she took the role in *Main Khiladi Tu Anari* and performed the song 'Churake Dil Mera' that people were blown away and took notice of her. It gave Shilpa a completely new image in Bollywood and she to receive attention not only for her graceful dancing but also for her amazing body. People now consider her to have the best physique in Bollywood.

Shilpa had her first lead role in 1994 in the film *Aag* and since then has appeared in more than fifty films, earning her place at the top of Bollywood's A-List.

In 2000, Shilpa starred opposite Akshay Kumar and Sunil Shetty in director Dharmesh Darshan's *Dhadkan*, the film that redefined Shilpa. Praised for her acting abilities in the movie, Shilpa earned an IIFA Award in the Best Actress category. More hit films including *Kushi*, *Preethsod Thappa* and *Indian*, followed. She received critical acclaim for her 2004 role in *Phir Milenge* for her sensitive portrayal of a successful city high flyer who contracts HIV via unprotected sex and becomes a social outcast as a result. The film was based on the Hollywood hit Philadelphia

and was perceived to have tackled a social taboo as yet unaddressed by Bollywood. The role prompted Shilpa's subsequent involvement with AIDS awareness campaigns.

In 2007 Shilpa was the first Indian celebrity to appear on Celebrity Big Brother, prompting a worldwide controversy that catapulted her into the headlines after her treatment at the hands of some of her fellow housemates. The alleged racist bullying caused a worldwide furore, even instigating a discussion in the House of Commons. Shilpa went on to win the show, earning 63% of the public vote.

Shilpa's latest film *Life in A Metro* was the first Indian film to have its premiere in Leicester Square in May 2007. In July, Shilpa will be launching her first fragrance in the UK, S<sup>2</sup>.

Shilpa currently lives in Mumbai with her parents and sister and is an active AIDS awareness campaigner and representative for PETA India against animal cruelty. Her love life remains the focus of intense speculation, but she is currently single.

**Trivia:**

- Shilpa's star sign is Gemini
- Shilpa can speak Hindi, English, Marathi, Gujarati, Telugu, Tamil and a little French
- Shilpa and Shamita are the first sisters to appear in a film together in the history of Bollywood.
- Shilpa's favourite flowers are orchids.
- Favourite food is Kori Roti (A Manglorean speciality chicken with roti made of rice).