

## COLEEN LAUNCHES HER OWN FRAGRANCE -

Already one of the most photographed girls in Britain, the face of a clothing range, a magazine columnist, best selling authoress and the fiancée of England's most exciting footballer, Coleen is now creating her own range of beauty products, starting off with the launch of her own signature fragrance.

The creation of the new product range is a natural development for Coleen's own unique brand. As a young style icon who has appeared on countless magazine covers, Coleen regularly shares her fashion and beauty secrets with her fans both through her column and through her Number One best selling book, *Welcome To My World*.



Coleen has been involved in every step of the process of creating the new perfume, setting out to create a scent that reflects her personality – young, fresh and fun. Value was also a key consideration and therefore, the pricing is affordable without compromising on quality.

Working with Fragrance & Beauty Ltd as licensees, and Robertet in Grasse, one of the oldest perfumers in France, she has created a fragrance which is a soft citrus floral with stunning yet delicate notes. The top note of sweet orange is complimented by the aroma of lily of the valley and soft rose wrapped in a marine accord. Base notes of patchouli, musk, amber and cedar wood add depth and sensuality.

The packaging reflects Coleen's impeccable taste, being classic yet with a modern edge. The box in matt lilac is embossed with a patterned repeat of Coleen's signature and on the front is her signature again, large and proud in high gloss black. The high quality heavyweight glass bottle is frosted in delicate lilac, again with Coleen's signature in high gloss black, her endorsement of her first brand. The gloss black top adds the final touch to a timelessly elegant presentation.

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Coleen's fragrance is available in one size; Eau de Toilette spray £19.95 100ml and will be available from stores Nationwide from August (stockists 0870 850 3868)

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