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By: Elena Gorgan, Entertainment News Editor



Kylie Marks New Life Stage With A Perfume

The artist signed a deal with Coty Inc. for a brand new fragrance

The petite Australian is definitely on her way back in the spotlight. After being diagnosed with breast cancer and undergoing severe treatment and surgery, the artist is back on touring and recording. As a matter of fact, tickets for her live gigs are selling in only a few minutes. Now, she decided to celebrate the opening of a new chapter in her life by launching her own brand of perfume. And, for those who might think that she is just going with the hottest celebrity trend, according to which you're not a real star if don't have your own eau de perfume, you're mistaken. 'The launch of my new fragrance coincides with a new chapter in my life. I chose Coty as my fragrance partner because their passionate and intimate approach to fragrance is similar to my passion as an entertainer. Sharing the same vision of fragrance made the partnership easy, smooth and exciting', a new Kylie told the press. The same view on the partnership is shared by the Coty senior VP, Steve Mormoris, who states that the artist became really involved in the creation of the fragrance, bringing and capturing into it an almost unknown side of her personality. 'She is delicate as well as strong, seductive, glamorous and playful and so much more. The scent reflects Kylie Minogue's multi-faced personality', Mormoris said in the same press statement.