

9 May 2005



By:

[Sarah Jessica Parker's perfume](#)

Sarah Jessica Parker launch signature fragrance

Sarah Jessica Parker, the icon of "Sex and the city" series, has just launched her perfume line in New York . In august Nordstrom has the exclusivity, but afterwards it can be found in the rest of U.S., Europe and Asia.She has created a fragrance meant to reflect her life style and subtle elegance, addressing to sensitive yet powerfull women all over the world. "Sarah Jessica Parker" is the result of her collaboration with the international firm Coty, which are also launching range with David and Victoria Beckham. The actress declared that "It will be intentionally quiet, not an aggressive scent. It is not a scent you'll smell before a person walks into a room. I don't want it not to have social skills". She wanted a subtile fragrance, typically feminine, who'll conquer everyone around. Ever since childhood, Parker has dreamed of having her own fragrance line and many fond memories surround her whenever she thinks of certain scents. The image of her mother wearing Estee Lauder's "White linen" was continuously on her mind when developing her own fragrance line.The actress, a fashion icon for all Carrie Bradshaw fans, also said she'd been hesitant because she didn't want her fans to think she was just selling her name to a product."This is a part of my life I want to share with others. ... I really, really thought about it. I've been invited into women's lives and I take that seriously," said Parker, who described her relationship with Coty as a true collaboration.