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By: Elena Gorgan, Life & Style Editor



Uma Thurman for
Louis Vuitton
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[Uma Thurman Is the New Face of Givenchy](#)

Ad campaign is still in the works

Celebrity endorsements are such a common practice these days that they almost come as a second profession, if you will, for the stars who are lucky enough to get such contracts. Uma Thurman, for one, has made good money with her many endorsements - and she's about to add yet another contract to her belt, having just become the new face of Parfums Givenchy, as [FabSugar](#) informs.

The "Kill Bill" star, who is no stranger to such endorsements, comes to join a rather long and very diversified list of stars who have had a contract for a Givenchy perfume. Among them, gorgeous Liv Tyler, trendsetter Justin Timberlake and the innocent-looking Marie Steiss are just the most resounding names. As of now, the name of the perfume that Thurman will be endorsing has not yet been made public, but some details are expected to surface soon enough.

The final details to the ad campaign are currently being taken care of, with the campaign scheduled to kick off internationally in the press in June, followed by Europe in September and the US sometime in 2010. Neither Parfums Givenchy nor Thurman has made any further comment regarding the newly signed contract, other than confirming it, of course.

As noted above, celebrity endorsements are so popular because they are highly profitable for both parties involved. The brand reaches out to a wider audience and, on the other end, the celebrity receives a considerable paycheck, along with other cool, free stuff. Gwyneth Paltrow, for instance, is said to be making [an estimated £1 million](#) a year from her Estee Lauder contract alone, which is certainly not a sum that can be easily discarded.

This is precisely why Paltrow is also afraid newcomer Freida Pinto will sweep in and take her endorsement deal, rumor has it. "Gwyneth makes millions through her sponsorship deals and it's her commercial work that's keeping her rich. The news that Estee Lauder is in talks with Freida caught her by complete surprise. Losing the Estee Lauder deal would be a huge blow to Gwyneth. She's waiting for an exact outline of what Freida will be doing for the brand and hoping she won't be sidelined." an unnamed source told the media a while back about the actress' fears that she would lose the Estee Lauder contract.