

## Celebrity endorsed famous perfumes

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### Celebrity endorsed famous perfumes

Perfumes have since inception been associated with royalty and celebrities. Previously they were incense based and thus the Latin name perfume (per fume or through smoke). Nowadays, synthetic aromatic compounds are used in an overwhelming array of scents, which pamper the olfactory nerves to inexplicable heights of pleasure. Perfumes also increase the glamour quotient and have been an indispensable accessory of famous personalities down the ages, all over the world. This article will briefly touch on various celebrity-endorsed perfumes, which during their times had become as famous as the endorsing celebrity. Due to the limits of an article, an exhaustive listing is not possible; hence, some readers may find their choice of celebrities and perfumes missing. Nevertheless, a sincere attempt has been made to include, in alphabetical order, as many as possible.

#### **Celebrity: Alan Cumming**

##### **Perfume endorsed: Cumming, Cumming, Cum! Wild Thyme**

[Alan Cumming (born 27 January 1965) is a Scottish actor known for his film roles in GoldenEye, as Boris Grishenko; in X2: X-Men United, as Kurt Wagner/Nightcrawler; and on the stage with his Tony Award-winning performance as the Emcee in the highly successful revival of Cabaret.]

#### **Celebrity: Antonio Banderas**

##### **Perfume endorsed: Spirit, Mediterraneo, Diavolo Hypnotic, Diavolo Donna, Diavolo**

[José Antonio Domínguez Banderas (born August 10, 1960), better known as Antonio Banderas, is a Spanish film actor and singer who has appeared in several high-profile Hollywood films including Assassins, Interview with the Vampire, Mariachi Trilogy, Philadelphia and The Mask of Zorro.]

**Celebrity: Ashanti****Perfume endorsed: Precious Jewel**

[Ashanti Shequoiya Douglas (born October 13, 1980 in Glen Cove, New York), professionally known as Ashanti, is a Grammy Award-winning American singer, songwriter, record producer, actress, model, and fashion designer who rose to fame in the early 2000s. Ashanti is a lyric coloratura soprano.]

**Celebrity: Beyoncé Knowles****Perfume endorsed: True Star, True Star Gold (backed by Tommy Hilfiger)**

[Beyoncé Giselle Knowles (born September 4, 1981) is an American R&B singer, songwriter, record producer, actress, dancer, fashion designer, and model. Knowles rose to fame as the creative force and lead singer of R&B girl group Destiny's Child, the world's best-selling female group of all time.]

**Celebrity: Britney Spears****Perfume endorsed: Curious, Fantasy, In Control, In Control Curious, Midnight Fantasy**

[Britney Jean Spears (born December 2, 1981) is a Grammy Award-winning American pop singer, dancer, actress, author and songwriter. She is best known for her studio albums, music videos, and songs such as "...Baby One More Time", and "Oops!...I Did It Again". In the early 2000s, Spears's success as a singer led her way to high-profile advertising deals and endorsements, as well as forays into other forms of media, including film and reality television. Her third and fourth albums, Britney and In the Zone, were released during this era.]

**Celebrity: Calum Best****Perfume endorsed: Calum**

[Calum Milan Best (born 6 February 1981 in San José, California) is a former fashion model turned celebrity and television personality. He is best known for being the son of footballer George Best from his marriage to Angela MacDonald-James, and his personal life is frequently featured in tabloid newspapers and celebrity based magazines in the UK.]

**Celebrity: Carlos Santana****Perfume endorsed: Carlos Santana**

[Carlos Augusto Alves Santana (born July 20, 1947), known simply as Carlos Santana or Santana, is a Grammy Award-winning Mexican-born American Latin rock musician and guitarist. He became famous in the late 1960s and early 1970s with his band, the Santana Blues Band, going mostly under the title "Santana," which created a highly successful blend of salsa, rock,

blues, and jazz fusion.]

**Celebrity: Celine Dion**

**Perfume endorsed: Celine, Celine Dion Notes, Celine Dion Belong, Celine Dion Always Belong**

[Céline Marie Claudette Dion (born March 30, 1968) is a Canadian Grammy and Juno award winning pop singer and occasional songwriter. Born to a large, impoverished family in Charlemagne, Quebec, Dion became a young star in francophone Canada after her manager and future husband, René Angélil, mortgaged his home to finance her first record. She later gained recognition in parts of Europe and Asia after she won both the 1982 Yamaha World Popular Song Festival and the 1988 Eurovision Song Contest.]

**Celebrity: Cher**

**Perfume endorsed: Uninhibited**

[Cheryl Sarkisian LaPiere (better known as Cher) (born on May 20, 1946), is an Academy Award-winning American actress, singer, songwriter, and entertainer. Between her many accomplishments in music, television, and film, she has won a Grammy, an Emmy and three Golden Globe Awards.]

**Celebrity: Danielle Steel**

**Perfume endorsed: Danielle**

[Danielle Fernande Dominique Schuelein-Steel (born on August 14, 1947 in New York City, New York), is best known as Danielle Steel, and is one of the best selling authors in the United States and around the world. She is famous for her drama romance novels. Steel has sold more than 530 million copies of her books (as of 2005). Her novels have been on the New York Times bestseller list for over 390 consecutive weeks and 22 have been adapted for television.]

**Celebrity: David Beckham**

**Perfume endorsed: Instinct, Intimately for Him**

[David Robert Joseph Beckham (born 2 May 1975) is an English professional footballer who currently plays for Real Madrid. In addition to his success on the pitch, Beckham has been recognized by Time magazine as one of 2004's Time 100 (Heroes & Icons), as well as an elite global advertising brand.]

**Celebrity: Deborah Gibson**

**Perfume endorsed: Electric Youth**

[Deborah Ann "Debbie" Gibson (born August 31, 1970), is an American singer-songwriter who was popular in her youth. At the age of seventeen (and ten months), Gibson was the youngest

person to write, produce, and perform a #1 hit single (in the USA) with her song "Foolish Beat".]

**Celebrity: Derek Jeter**

**Perfume endorsed: Driven**

[Derek Sanderson Jeter (born June 26, 1974) is an American Major League Baseball player. Jeter is a seven-time All-Star shortstop and currently the captain of the New York Yankees.]

**Celebrity: Elizabeth Taylor**

**Perfume endorsed: Passion, White Diamonds, Forever**

**Elizabeth, Black Pearls, Diamond & Emeralds, Diamonds & Rubies, Sapphires & Diamonds**

[Dame Elizabeth Rosemond Taylor DBE (born February 27, 1932) is an iconic two-time Academy Award-winning British-American actress. Her trademark is her violet eyes framed by a double row of eyelashes. Known for her acting skills and the depth of her personality along with her beauty, she is considered one of the great actresses of Hollywood's golden years, as well as a larger-than-life celebrity. The American Film Institute named Taylor seventh among the Greatest Female Stars of All Time.]

**Celebrity: Enrique Iglesias**

**Perfume endorsed: True Star (backed by Tommy Hilfiger)**

[Enrique Miguel Iglesias Preysler (born May 8, 1975, in Madrid, Spain) is a Grammy Award and Latin Grammy Award-winning Spanish-born, Miami-based singer and multi-million-album seller. Iglesias is the son of the famous Spanish singer Julio Iglesias and the Filipino-mestizo, Filipina socialite Isabel Preysler.]

**Celebrity: Hilary Duff**

**Perfume endorsed: With Love... Hilary Duff**

[Hilary Erhard Duff (born September 28, 1987) is an American actress and singer. After gaining fame for her starring role on the television show Lizzie McGuire, Duff went on to have a film career, and her most commercially successful pictures include Cheaper by the Dozen (2003), The Lizzie McGuire Movie (2003), and A Cinderella Story (2004).]

**Celebrity: Jennifer Lopez**

**Perfume endorsed: JLo Glow, Still, Miami Glow, Love at First Glow, Live, Live Luxe, Glow After Dark**

[Jennifer Lynn Lopez (born July 24, 1969), popularly nicknamed J.Lo, is a Golden Globe Award-nominated American actress, a Grammy Award-nominated singer, songwriter, a dancer, and a fashion designer. She is the most influential Hispanic entertainer in America according to People en Español's list of 100 Most

Influential Hispanics which pays tribute to Hispanics who have had an impact on their communities.]

**Celebrity: Kiss**

**Perfume endorsed: Kiss Her, Kiss Him**

[Kiss is an American rock band formed in New York City in 1973. Easily identified by their trademark face paint and stage outfits, the group rose to prominence in the mid-1970s on the basis of their elaborate live performances, which featured fire breathing, blood spitting, smoking guitars, and pyrotechnics.]

**Celebrity: Kylie Minogue**

**Perfume endorsed: Darling**

[Kylie Ann Minogue (born May 28, 1968) is a Grammy, ARIA Award and Brit Awards winning Australian dance-pop singer-songwriter and occasional actress. Minogue rose to prominence in the mid '80s through her role in the Australian television soap opera Neighbours, before she commenced her career as a pop artist in the late '80s. According to Warner Music Australia, Minogue has sold over 65 million records worldwide.]

**Celebrity: Maria Sharapova**

**Perfume endorsed: Maria Sharapova**

[Maria Yuryevna Sharapova (born April 19, 1987) is a Russian professional tennis player. Sharapova has won two Grand Slam singles titles. She is the reigning U.S. Open champion, having defeated Justine Henin in the final of the 2006 U.S. Open. She also defeated Serena Williams in the final at Wimbledon.]

**Celebrity: Marilyn Manson**

**Perfume endorsed: Smells like Children**

[Brian Hugh Warner (born January 5, 1969), better known by his stage name Marilyn Manson, is a musician and artist known for his outrageous stage persona and image as the lead singer of the band that bears the same name. His stage name was formed from the names Marilyn Monroe and Charles Manson, showing what he considered the ultimate and most disturbing dualism of American culture. The name was the binding of good and evil, he wrote in his autobiography, 'The Long Hard Road Out Of Hell', that people always asked him about the 'Manson' part of his name and not the 'Marilyn' part.]

**Celebrity: Mary Kate & Ashley Olsen**

**Perfume endorsed: N.Y. Chic, L.A. Style**

[Mary-Kate Olsen and Ashley Fuller Olsen (both born June 13, 1986) are American actresses, best known for playing the role of Michelle Tanner on the sitcom Full House. Though some people at

first glance suppose they are identical twins, it is widely reported that they are fraternal. Both Olsen twins have appeared in television and films since infancy. Since then, they have continued their celebrity through numerous television programs, films, interviews, as well as commercial endorsements. As a rule, they appear together, and have filmed movies worldwide.]

**Celebrity: Michael Jordan**

**Perfume endorsed: Michael Jordan, Jordan, 23**

[Michael Jeffrey Jordan (born February 17, 1963) is a retired American professional basketball player. Widely considered one of the greatest basketball players of all time, he became one of the most effectively marketed athletes of his generation and was instrumental in popularizing the NBA (National Basketball Association) around the world in the 1980s and 1990s.]

**Celebrity: Naomi Campbell**

**Perfume endorsed: Naomi Campbell, Mystery**

[Naomi Campbell (born May 22, 1970) is an iconic British supermodel, actress, singer and author. Campbell was born in London. Her mother Valerie Campbell, was a ballet dancer. She attended Dunraven School, a comprehensive school run by Inner London Education Authority in Streatham and attended the London Academy for Performing Arts.]

**Celebrity: Paris Hilton**

**Perfume endorsed: Paris Hilton, Paris Hilton for Men, Just Me, Just Me for Men, Heiress**

[Paris Whitney Hilton (born February 17, 1981) is an American celebrity and socialite. She is an heiress to a share of the Hilton Hotel fortune, as well as to the real estate fortune of her father Richard Hilton. Hilton rose to fame when a home-made video of her was leaked onto the Internet in late 2003. The release of the tape, later titled 1 Night in Paris (2004), attracted worldwide publicity and contributed to the success of Hilton's Fox reality series The Simple Life. As an actress, she has appeared in several minor roles, most notably in the horror film House of Wax (2005), and in 2006, she released the self-titled album Paris which reached number six on the Billboard 200. In addition to her work as an actress and singer, she has achieved some recognition as a model, celebrity spokesperson, and writer.]

**Celebrity: Sarah Jessica Parker**

**Perfume endorsed: Lovely**

[Sarah Jessica Parker (born March 25, 1965), is a Golden Globe and Emmy-winning American actress and an Emmy-winning producer, with a portfolio of television, movie, and theatre

performances. She is best known for her role as Carrie Bradshaw, a newspaper journalist, on the HBO television series *Sex and the City*.]

**Celebrity: Sean John**

**Perfume endorsed: Unforgivable, Multi-Platinum**

[Sean John is a clothing line founded in 1998 by hip-hop mogul Sean “P Diddy” Combs. The name of the label comes from the first and middle names of Combs. The Council of Fashion Designers named it Best Menswear Designer of 2004.]

**Celebrity: Shania Twain**

**Perfume endorsed: Shania by Stetson**

[Shania Twain, OC (born Eillean Regina Edwards, August 28, 1965, Windsor, Ontario) is a Canadian singer and songwriter in the country and pop music genres. Her third album *Come on Over* is the biggest-selling album of all time by a female artist, and the best-selling album in the history of country music. She is the only female artist to have three albums certified Diamond by the RIAA, and has earned five Grammy awards and nearly forty BMI Songwriter awards. She is married to rock producer Robert “Mutt” Lange, and they have a five-year old son, Eja. Twain and her family currently reside in Switzerland and New Zealand.]

**Celebrity: Victoria Beckham**

**Perfume endorsed: Intimately for Her**

[Victoria Caroline Beckham (née Adams) (April 17, 1974) is an English singer, songwriter and fashion designer best known as a former member of the Spice Girls. While with the Spice Girls, she was known as ‘Posh Spice.’ In 1997, Adams started dating footballer David Beckham of the famous team Manchester United. The couple married at Luttrellstown Castle, Ireland on 4 July 1999. Beckham’s teammate Gary Neville was the best man and the couple’s son Brooklyn, then four months old, was the ring bearer.]

Celebrities associate their names with signature scents mainly as a self-promotion campaign. Contracts are signed with perfume houses, who manufacture these scents and market them with the name of the celebrity being the selling point of the marketing strategy. It has been witnessed that celebrity-endorsed perfumes are famous for a short time and they do not enjoy the longevity of classic aromas, scents, and perfumes.

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