



Eau de Celeb

Celebrity scents don't exactly bring in the dollars

Sarah Jessica Parker is the latest in a long line of celebrities to launch their own fragrance, but does star status guarantee the sweet smell of success?

"Not really," says Chrissanne Lum, marketing manager of Shifeon, a perfume and cosmetic boutique on Robson Street, who estimates star scents account for only a mere three per cent of sales.

People buy "because of the scent, not the celebrity," she says. Sure, some get sucked into the hype surrounding the debut of a famous fragrance, and others fall for packaging, she says, but most follow their nose.

It's only the young, impressionable consumers who purchase scents for celebrity-sake, she says, because, "they're curious."

Which coincidentally is what Britney Spears christened her first perfume. Her second, *Fantasy*, is due in the fall.

Jessica Simpson's white chocolate and coconut fragrance, on the other wrist, is called *Taste*. (Whoever clued her in to the fact that Buffalo is a

geographic, not genus, reference, should also explain the difference between oral and olfactory.)

Beyonce has *True Star*. Cher has *Uninhibited*. And Celine Dion has an arsenal of eu de toilettes. Rumour has it Madonna is sniffing around a million-dollar deal to create her own smell too.

The two best-selling celeb scents, however, according to Lum, are J.Lo's (who's working on her fourth) and Paris Hilton's (which is reminiscent of "frozen apples?").

Men aren't above scent selling either. Donald Trump: The Fragrance is "spicy and peppery." Michael Jordan's is "sporty." Coming soon, you can catch a whiff of Antonio Banderas, Carlos Santana and Puff Daddy. And Mr. and Mrs. Beckham have his-and-hers aromas in the works.

Housewives "desperate" to smell like a star can soon douse themselves in a bouquet inspired by all five women of Wisteria Lane.

And of course, since soap to scent is a natural transition, *All My Children's* fictional cosmetic company even has its own perfume.

- Carly Baillie, 24 hours




J.Lo
 ■ J.Lo has as many scents as husbands. Watch for her fourth – perfume not marriage – in October. J.Lo Glow, 50 ml, \$61




Celine Dion
 ■ Sensory overload? Celine has perfume, eau de toilette, body lotion, powder, scrub, soufflé, and shower gel. Celine Dion, 50 ml, \$58




Paris Hilton
 ■ What does an heiress smell like? Peach nectar, frozen apple and ... wet ozone? Paris Hilton, 50 ml, \$55

Scents that stunk

Michael Jackson
 Shaquille O'Neil
 Elton John
 Survivor's Boston Rob
 Mary-Kate and Ashley Olsen