



Dita Von Teese announces her second fragrance, Rouge

“Rouge“ – the scent of sensual seduction by Dita Von Teese: erotic, elegant and irresistibly seductive.

Dita Von Teese – no other international star embodies the art of seduction like she does: Sophisticated yet risqué, glamorous and feminine, but strong. Now the Queen of modern burlesque and worldwide style-icon presents her unmistakably alluring perfume “Rouge,“ the scent of an irresistibly sensual and self-confident seductress.

“Rouge” is the elixir of a self-assured and glamorous woman who loves to be surrounded by glamour and beauty in her day-to-day life. She understands that to be truly seductive, she creates this mood for her own pleasure, and flourishes in the art of being a woman,” this is how Dita Von Teese describes her new fragrance, which celebrates the art of seduction with mystery, power and sensuality. “She doesn’t just seduce to please, she knows that ultimately, she must be content with herself to enthrall others...” The new perfume by Dita Von Teese is a scent for the woman who is aware that the cultivation of self-confidence and feminine charm are stepping-stones to becoming a Maestra of Seduction. Just like the many facets of the flacon, the woman that wears “Rouge” plays with her attributes of which she has a heady mélange. She is strong yet vulnerable, she is intelligent yet playful, she is both erotic and charming. This enticing, womanly and elegant scent creates a mythic aura for a woman with seductive wisdom; it is refined and ravishing with that luxurious touch of glamour for which Dita Von Teese is world -renowned.

Rouge – The Fragrance

“I love the erotic scent of raw amber, and I love to place it in secret places around my home, creating a seductive and exotic environment. I also love the smoky scent of Lapsang-Souchong tea, which we have combined with amber-gris to create a voluptuous scent. These are the mysterious chords I based my fragrance on,” says Von Teese about the inspiration for her new perfume “Rouge.” After a long and extraordinary collaboration with perfume experts in Paris, she decided on this sophisticated and feminine fragrance. The scent initially appears as an inviting combination of invigorating and luscious bergamot, surprisingly followed by pink pepper and then complimented by the mysterious Lapsang-Souchong tea. The heart entices with beautiful and delicate magnolia blooms, enhanced by the erotic amber and sensual gaiac-wood. The background features a unique sequence of soft sandalwood, combined with smoky patchouli and the yet powerful Tonka-bean. The result is a rich but also sensually feminine fragrance, which is mysteriously seductive but also radiates the glamour and elegance of a strong and self-assured woman.

Rouge – The Flacons

Dita Von Teese presents her new fragrance “Rouge” in two different sized ruby-red flacons that evoke the thought of sacred, luxurious jewels and elaborate vintage fragrance flacon. “I am very selective when it comes to the color red. Whether it is my lips, my nail polish or a bouquet of flowers, I am constantly on a quest to create the most voluptuous and rare shades of red,” says the burlesque-star regarding her love for rich shades of ruby-red. The large flacon fascinates with glowing facets fashioned after one of her antique jewel-cut flacons from her personal collection; the facets an artful tribute that is meant to reflect all facets of woman. The vintage-gold flacon cap evokes thoughts of precious antique jewelry. The small flacon shimmers in the hand like a precious ruby and belongs in a glamorous handbag, making it an indispensable companion for travel or for touch-ups during the day. Both flacons are adorned with a red velvet ribbon reminiscent of precious antique beauty flacons from the 20th and 30th century.

Notes to Editors...

- *Rouge* is the second fragrance by Dita Von Teese
- Eau de Parfum, 20 ml, MSRP: \$30.00
- Eau de Parfum, 40 ml, MSRP: \$50.00
- Eau de Parfum, 75 ml, MSRP: \$75.00
- Shower Gel, 200 ml, MSRP: \$20.00
- Body Lotion, 200 ml, MSRP: \$20.00

About RONROBINSON | Fred Segal

In 1978 Ron Robinson Inc. opened its door at Fred Segal on Melrose Avenue. Having worked for Fred Segal as a salesman, buyer and vice-president for nearly a decade prior, Robinson took his knowledge and expertise to build on the traditions he learned and to make some of his own. His stores have continually changed the face of shopping and fashion and are world-renowned for launching new brands and exclusive products. For more info please go to www.ROBROBINSON.com

About Luxess

Luxess GmbH is an owner-operated, international marketing and distribution company for successful lifestyle brands with its head office in Ratingen, Germany near Düsseldorf. Brands from lingerie, eyewear and fragrances are included in the development and marketing portfolio. High-quality and innovative brands and product lines and efficient marketing are at the center. Among the current license-holders are Dita Von Teese as well as Bruno Banani, Strellson and Tom Tailor.

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