

# PLATINUM RUSH

*Paris Hilton*

## INTRODUCING THE NEW FRAGRANCE BY PARIS HILTON, *PLATINUM RUSH*

[INSERT CITY - DATELINE] – Paris Hilton announces the launch of her 24th fragrance, PLATINUM RUSH Paris Hilton. Debuting [MONTH] 2018, the sparkling Floral-Fruity fragrance reflects Hilton’s passion for sharing “the rush” of love through the power of scent.

Platinum, the universal symbol of true love, rarity and strength, is the inspiration behind Hilton’s newest fragrance and the third women’s scent in her bestselling “RUSH” collection.

*“PLATINUM RUSH is very special to me, as it will forever mark a time in my life when I found my true love. This fragrance speaks to my own romantic fairy tale - and the culmination of my personal journey to celebrate life with my best friend and soul mate,”* said Hilton.



### THE FRAGRANCE

Created by Perfumer, Frank Vokel of Firmenich, the fragrance opens with the sparkling vibrancy of crisp Asian pear, a perfectly ripened Red Apple and a juicy Fresh Mango. The heart of the fragrance mixes wet green florals with the feminine delicacy of muguet flowers and a natural sunburst magnolia. As the scent evolves, the drydown brings a tantalizing mix of sophistication and sensuality with cashmere musks, sheer patchouli, liquid amber and vanilla bourbon, evoking a rich, seductive and lasting memory.

*“Platinum Rush represents the rush of an endless romance as Ms. Hilton has now found her happily ever after. Her engagement ring is the perfect symbol of enduring love with its infinite loop of platinum and sparkling diamonds which served as my inspiration. I sought to recreate true love’s luminosity by layering glistening fruits atop sparkling green florals at the heart of the fragrance. I added an addictive back of whipped vanilla and cashmere musks for a glimmering impression of warmth, sophistication, and sensuality,”* said Voelkl.

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## THE PACKAGING:

PLATINUM RUSH exudes the strength and purity of the precious metal through its evocative design. The bottle evokes Hilton's signature feminine silhouette, which glistens with a wash of metallic sparkle.

## THE COLLECTION:

3.4 fl. oz. Eau de Parfum

[INSERT PRICE]

1.0 fl. oz. Eau de Parfum

[INSERT PRICE]

PLATINUM RUSH Paris Hilton will launch exclusively at [INSERT RETAILER(S)] on [DATE].

## ABOUT THE PARIS HILTON FRAGRANCE COLLECTION:

Paris Hilton for Women (2004), Paris Hilton for Men (2004), Just Me by Paris Hilton for Women (2005), Just Me by Paris Hilton for Men (2005), Heiress by Paris Hilton for Women (2006), Heir by Paris Hilton for Men (2006), Can Can by Paris Hilton for Women (2007), Fairy Dust by Paris Hilton for Women (2008), Siren by Paris Hilton for Women (2009), Tease by Paris Hilton for Women (2010), Paris Hilton Passport Collection for Women: Paris Hilton in South Beach, Paris Hilton in Paris, Paris Hilton in Tokyo, Paris Hilton in St. Moritz (2011), Dazzle (2012), Can Can Burlesque (2013), With Love, Paris Hilton (2014), Paris Hilton Limited Anniversary Edition (2015), Paris Hilton Heiress Limited Edition (2015), Gold Rush Paris Hilton (2016), Gold Rush Man Paris Hilton (2017), Can Can Bling Edition (2017), Rosé Rush Paris Hilton (2017), Platinum Rush Paris Hilton (2018).

## ABOUT PARLUX FRAGRANCES LTD:

Parlux LTD, a leading global beauty company designs, manufactures, markets and distributes prestige fragrances and related products since 1987. Parlux LTD is a wholly owned subsidiary of Perfumania Holdings Inc., an independent, national, vertically integrated wholesale distributor and specialty retailer of fragrances and related products.

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