AVRIL LAVIGNE
Black Star scent

International recording artist Avril Lavigne's first signature fragrance, Black Star, is about to debut, early October. Inspired by the edginess of her music, the fragrance captures the high-energy and individual style that defines Avril, for the girl who loves to stand out and express her own style. The pastel pink fragrance yields a multifaceted, energetic scent, which inspires self-confidence – a blend of vibrant floral, fruity and gourmand accords. "It's all about being edgy and feminine in a fun way!" says Avril.

A team filled press event included graffiti artists who were tagging the walls with Avril Lavigne logos and skateboarders who performed tricks for the excited crowd and a tattooist who applied temporary Black Star tattoos to the guests. A DJ was present to play all of Avril's favourite tunes and guests were presented with plenty of pink sugary treats, including pink soda and vanilla ice-cream spiders.

Hosted by popular So You Think You Can Dance contestant, Chanelle Johnson, the young Avril fans were enticed into a dance contest. The winning girl was awarded a prize pack, including a hoodie from Avril Lavigne's clothing range, Abbey Dawn, and Avril's latest CD. Chanelle also introduced a video message from Avril Lavigne, who thanked the crowd for coming along to try her fragrance.

The range comprises Black Star EdP 30ml $39.00, 50ml $59.00, 100ml $79.00 and Black Star Body Lotion 200ml $24.00. Available at Myer, David Jones, The Perfume Connection and selected independents.

1. Jaqui Moore and Danielle George - Cosmax Prestige Brands Australia
2. Chanelle Johnson – So You Think You Can Dance finalist
3. Sonia Dompier & Melanie Mastore – young Avril fans
4. Elena Dullard, David Jones with Cosmax's Alex Cornwell, Warda Sakar and Edie Rozies

Brand Manager's Comment

"To launch Black Star by Avril Lavigne, we will be creating a really fun environment in store which encapsulates the mood of the fragrance campaign. 'Be your own star', we know that our best target market are multi-taskers and are often exposed to multiple media channels at the same time. Catching their attention can be tough. To make sure Black Star engages with more we have collaborated internal consultants to unique and exciting journeys on Music MTV slots. This concept will draw interaction with the brand and ultimately drive customers into stores. As a new fragrance, We will be trying to understanding how Sonia prefer to experience new fragrances and, for sure we expect that there will be many teens asking Black Star for their wishlists this Christmas, so we introduce some cute sampling options that make it easy to pass the wish on."

Alex Cornwell, Cosmax Brand Manager Celebrity and Lifestyle Fragrances

The MTV prize low down

On the 8th of October the Australian website for Avril's fragrance, Black Star, will launch and on this site will be an avatar game, where you can create your own character and earn points by playing different rock star games. The site will also feature an exclusive MTV competition, which contestants will be able to enter after earning enough Black Star points. The winner of the competition gets to nominate a friend and head to MTV for the ultimate rock star experience. The winner and his or her friend will win the chance to meet and interview a band to get some rock star tips, then get a "rock star makeover", courtesy of MTV Australia's styling team and they will then get to perform an Urban Top 8 countdown with an MTV DJ. It is the first time that a prize of this kind has been offered by MTV and it presents an exciting opportunity to connect young Australian music fans with the Avril Lavigne brand.

Sweet *beauty*

Nougat is a new newcomer on the bath & body block. Hailing from London the Bath, Body and Home collection is designed to pamper and indulge and look pretty in pastel packaging in the bathroom. It's caught the eye of David Jones' Body & Soul Buyer, George Bingham who is stocking the range in time for gift buying at Christmas. The extensive range of products is available in Nougat's two signature fragrances: Tuberose & Jasmine (pink packaging) and Fig & Pink Cedar (green packaging).

Nougat London was established in 1998 as a fashion label in London's West End. Its clothes are classic styling with a contemporary twist but always undeniably feminine. In 2006 Nougat London launched the Bath, Body and Home range. It is a collection of personal care and home products that embodies the beauty of the fashion line with its own sense of femininity. Nine years on the Nougat Bath, Body and Home range is stocked in department stores worldwide such as Harrods and Liberty of London and from October 2009 it will be available to Australian consumers through David Jones.

The Nougat philosophy is based on quality and beauty: only the finest ingredients, none of which are tested on animals, are used to create this products, ideal for gifts or the ultimate in self-indulgence. All the bath and body products are manufactured in England, each formulation is researched and developed to combine traditional and contemporary natural remedies for a pampering experience. Nougat home products are made to the highest standard of quality using the finest fabrics and craftsmanship and use signature glass decanters with elegant rhinestone necklaces. From bath and body products to home and gift the entry product is The Moisturising Soap $14.95 and the most expensive is the Large Sensuous Candle Collection (2 pk) at $148.95.

Jasmine & Tuberose Series

Buyer's Comment

"Nougat is going to be a great gift giving brand. I have been looking around for some new gift giving brands and as soon as I was presented to, I knew this would be great for the David Jones customer. The range is so pretty and fashion, very 'of-the-moment' luxury bath brand, we stock. I find the fact the range is gender neutral. Customers will be able to find the perfect gift."

George Bingham, Buyer Body & Soul, David Jones