



NEWS RELEASE
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Gwen Stefani to Hold a Perfume Signing at Sephora in New York City

New York City, NY- Grammy award winning singer, songwriter, and fashion designer Gwen Stefani is holding a perfume signing in celebration of the release of her new limited edition Harajuku Lover's fragrance, the Pop Electric collection. The event will take place at the Sephora makeup store located in New York City's Soho region on Saturday, January 13th at 8:00pm.

The first one hundred fans to buy two Pop Electric fragrances when the store opens at 10:00am will be given bracelets and access into the exclusive Harajuku Lover's Pop Electric Perfume Party at 7:00pm in the Sephora store. Fans will be treated to Harajuku-themed snacks, such as cupcakes, bubble tea, and pizza. Fans will receive goody bags with exclusive Harajuku Lovers accessories. The Sephora staff will be giving out Harajuku makeovers throughout the event. Fans will also get a sneak peek listen to Stefani's highly anticipated upcoming album.

Stefani will sign one fragrance bottle per fan, and will also take one photo per fan. The photos will be taken with an Instamax instant camera provided at the event, enabling fans to have a keep sake photo printed for them immediately. The real Harajuku Girls will also make an appearance at the event.

Pop Electric was inspired by Stefani's love of the Harajuku style, Japanese street fashion and youth culture, and pop art. The shiny, futuristic bottles capture the fun of the Harajuku style, yet the sleek style and colors of the bottles give them certain elegance. The Harajuku Lovers fragrances will be available to purchase individually for \$40 for 1 fl. oz. The Pop Electric collection introduces five new and unique scents to match the personality of each Harajuku Girl;

- **“Love:** A mouthwatering fruity floral, featuring juicy apple, dewy pear, surrounded by jasmine, cashmere woods and creamy musks.
- **Lil' Angel:** Irresistibly addictive, this fragrance features juicy berries blended with candied violet and sugared rose, laced with a lollipop accord and rich amber.
- **G:** A creamy modern gourmand featuring a delectable whipped coconut accord, enveloped in soft florals and musky woods.
- **Music:** This vibrant fragrance opens with crisp apples and crushed berries and unfolds into a water floral wrapped in sensual amberwood and luminous musks.

- Baby: Soft and comforting, this sophisticated, powdery fragrance features a baby soft musk accord, which blends with delicate florals and nuzzly vanilla.” Curtesy of HSN

The multi-platinum, Grammy award winning singer has sold over 30 million records, and is now taking the fashion world by storm. The Harajuku Lovers brand was founded by Stefani in 2005, and has since expanded into the fragrance industry. The brand has won prestigious awards such as the FiFi Awards for both Best Women's Luxury Fragrance and Best Women's Luxury Fragrance Packaging. The new Harajuku Lovers Pop Electric collection was manufactured by GS Fragrance Group, and is Stefani's seventh edition in the Harajuku Lovers fragrance line. Stefani has two other popular fashion lines as well; L.A.M.B and Harajuku Mini.

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