

BY EMER
SCHLOSSER

I'm not a businessman. I'm a business, man.

Gwen Stefani and Prince hop aboard the Cologne train.

It's a small leap from celebrity to branding, with stars swiftly transforming themselves into cash cows for consumerism. You have their CDs, DVDs and team jerseys, and can enshroud yourself in their clothing labels, slip on some namesake shoes and smother yourself in their signature fragrances.

The olfactory-inspired partnership with Tinseltown's top trendsetters might be hotter than ever, but the meshing of stars and scents is nothing new. In the 1930s, designer Schiaparelli's Shocking perfume bottle was shaped after bawdy Mae West's curvy torso, and in the 1950s Audrey Hepburn became the inspiration for Givenchy.

Nowadays, the signature scents of showbiz entertainers are getting trendier by the minute. Also jumping on the bandwagon are authors, models, socialites and sports stars (from warfarer Bethany Hamilton's Stoked perfume to tennis pro Maria Sharapova's eau de parfum spray that contains Wimbledon grass). Even romance novelist Danielle Steel has a perfume. She was actually quoted as saying "I don't know about what's in it. I barely cook, so what do I know about making perfume?" The Olsen Twins empire ensures tweeners get a head start at the fragrance counter, and entrepreneurial wannabes can douse themselves in Donald Trump: The Fragrance.

Jay-Z sang "I'm not a businessman, I'm a business, man," and the same can be said for Gwen Stefani, who has gone beyond music to offer clothing, shoes, accessories and, now, perfume. "It's like me shrunken into a box," is how Stefani described L, the first fragrance from her LAMB line. Staying true to the provocative tagline "I want you all over me," the scent is sexy and sophisticated, as is the bottle (which Stefani also had a hand in designing). The floral aroma contains rose and mugel and features underlying sensual musks. The singer-turned-designer-turned-perfumer blends her classic style with her ska roots in the design of the packaging, as she does in her music. The bottle rocks Rasta red, yellow and green on the base, which is cheekily contrasted by the Tiffany-esque turquoise painted on the inside of the cap.

It's tough enough to create a scent that stands out from the hundreds of other fragrances without the added complication of a multi-platform star's gazillion



Prince's 3121 and
Gwen Stefani's L.



Model Caprice Bourret hit it on the nose when she told a reporter that perfume is "a great thing to do because the profit margins are just so big."

other projects on the go, just ask Larry Cousy, president of Revelations, the perfumers behind Prince's 3121. Adjusting to the singer's strange schedule meant attending meetings at all hours of the day and night.

Cousy called the artist formerly known as a symbol a "true creative genius" who is "a very fragrant person."

The end product is a white floral scent that includes notes of gardenia, orange flower and ylang-ylang. 3121 comes in an opulent purple-hued (naturally!) decanter decked out with a 22 karat gold decoration. But this isn't simply another superfluous scent; it was launched with a 24-hour online charity event and a surprise Prince performance at Macy's in Minneapolis. The event took place on July 7, 2007 (7-7-7) and divided seven percent of the sales between seven of Prince's and Revelations' favourite charities. *