

## Ralph Lauren Fragrances launches new web site

*by Bend Weekly News Sources*

Ralph Lauren Fragrances launches [www.ralphrocks.com](http://www.ralphrocks.com) to celebrate the launch of the new fragrance for women, Ralph Rocks.

[www.ralphrocks.com](http://www.ralphrocks.com) is a comprehensive website integrating the elements of fashion, music and fragrance independent from the other RALPH brands.

To play up the excitement around rock-in-roll the site is hosting a "Do You Rock Contest" where visitors can upload their own personal music videos for a chance to win an audition with Atlantic Records. The contest will run from February 1 through April 1, 2007.

[www.ralphrocks.com](http://www.ralphrocks.com) will also host Scottish singer/songwriter Paolo Nutini. This section features downloads of his latest hits from his debut album, *These Streets*, and a page dedicated to Paolo's personal style.

The new face of Ralph Rocks, Hannah Davis, will be featured on the site as well. The section includes behind-the-scenes photos of the advertising shoot, a Q&A with Hannah, and styling tips on how to get her three favorite fashion looks.

The site illustrates the fun, interactive and rock-n-roll side of the Ralph girl and adds another dimension to the fragrance brand.

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