

Ralph Lauren Fragrances launches new web site

by Bend Weekly News Sources

Ralph Lauren Fragrances launches www.ralphrocks.com to celebrate the launch of the new fragrance for women, Ralph Rocks.

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 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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