

Avon signs Academy Award winner Jennifer Hudson as the face of Imari

by Bend_Weekly_News_Sources

Avon Products, Inc. on Wednesday announced it has signed Academy Award winner Jennifer Hudson to be the exclusive spokesperson for the Imari fragrance brand, including the newest scent, Imari Seduction. The classic Imari scent has been Avon's best selling fragrance since it launched 20 years ago. Imari Seduction will go on sale in August 2007 in the United States, Canada, Puerto Rico and the Dominican Republic.

Jennifer Hudson is the new face of Avon's Imari fragrance

Hudson, who recently won the Oscar for Best Supporting Actress for her show-stopping performance in "Dreamgirls", will serve as the face of Imari under the new agreement. She made her first Avon appearance at the unprecedented Global Summit for a Better Tomorrow, presented by the Virtue Foundation in partnership with Avon, Wednesday at the United Nations in New York City. Held on the eve of International Women's Day, the event spotlighted women's rights issues worldwide, and marked the creation of the Avon Hello Tomorrow Fund to benefit women worldwide who are making a difference in their communities.

The rollout of the new Imari Seduction will be supported by a national print advertising campaign in the United States. Hudson will also appear in the company's brochure for both the classic Imari scent and the new Imari Seduction, which is distributed through Avon Representatives to over 15 million customers bi-weekly.

"We are thrilled to partner with Jennifer Hudson at this very exciting time in her career," said Liz Smith, Executive Vice President, President North America and Global Marketing. "Avon is a company dedicated to empowering women, and we believe that our Avon Representatives and their customers will be truly inspired by Jennifer's dream-come-true success story."

"This is an honor for me and very flattering," said Hudson. "With the success of 'Dreamgirls' and now an Oscar, it's been an incredible few months. And now, to partner with Avon is really a dream come true for me. It's exciting to be representing the Imari brand, which really embodies confidence and femininity."

Imari Seduction, a Fruity Oriental, is a blend of luscious plum and purple orchid with tantalizing hints of warm vanilla, amber and musk. It will be offered by Avon's 650,000 Representatives in the United States, Canada, Puerto Rico and the Dominican Republic as well as through the company's web site, avon.com.

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