

Coty signs Katherine Heigl of Grey's Anatomy as new face for Nautica women's fragrance

by Bend_Weekly_News_Sources

Coty Inc. announced this week that it has signed an agreement with actress Katherine Heigl to be the face of the first new women's fragrance from Nautica following the signing of a global licensing agreement to create new fragrances and beauty products. The fragrance will debut early next year.

"Katherine Heigl is beautiful, graceful and an inspiring actress who best personifies the values of the Nautica brand." This is the first time the beautiful Grey's Anatomy star appears in a fragrance advertising campaign. Heigl is confident and elegant, yet casual and carefree.

"We are delighted to collaborate with Nautica and spokesmodel Katherine Heigl to introduce the new women's fragrance," said Bernd Beetz, CEO of Coty Inc. "Katherine is beautiful, graceful and an inspiring actress who best personifies the values of the Nautica brand."

"I am thrilled to work with Coty and Nautica on this new fragrance campaign," said Heigl. "Partnering with these two highly successful companies makes this a very exciting and rewarding experience for me."

Coty signs Katherine Heigl of Grey's Anatomy as new face for Nautica women's fragrance by Bend_Weekly_News_Sources