



SAINTS AND SCIENTOLOGISTS

No one is spared from Hirst's cheeky creativity, and each faux fragrance comes with a catchy tagline. Oprah Winfrey's words of wisdom for O (right): "You can have it all. You just can't have it all at once." Pope Benedict XVI's Holy Water (above top): "An adult faith does not follow the waves of fashion and the latest novelty." And, predictably, Tom Cruise's Cruise for Men (above) offers no explanation at all.

Design Scents

In today's heavily branded world, it seems you're not an official card-carrying celebrity unless you have your own fragrance line. Britney Spears has one. So do Paris Hilton, Jennifer Lopez, Celine Dion, Beyoncé Knowles, Jessica Simpson, Shania Twain, Ashanti, Sarah Jessica Parker and the Olsen twins. And let's not forget about "Donald Trump: The Fragrance."

Just for laughs, award-winning product designer Kenneth Hirst has suggested some other personalities who could capitalize on the celeb-branded fragrance phenomenon. With tongue firmly in cheek, Hirst created faux fragrances and bottle designs for a host of other big-name performers and politicians.

His fictional creations include "Forever Humble" by Martha Stewart, "Holy Water" by Pope Benedict XVI, and Arnold Schwarzenegger's "Edelweiss," which is "For the 'girlie man' in all of us." Hirst also spoofs Tom Cruise, Oprah Winfrey, George W. Bush, Larry King, Janet Jackson, Woody Allen and Mike Bloomberg.

"I had a spare week and started cranking them out," Hirst says, noting the importance of recharging one's creative batteries. "It sort of clears out the cobwebs. It was fun trying to come up with the concepts." More images and information about Hirst's project can be found at www.hirstpacific.com.

— DOUG WHITE

THE REAL DEAL

Kenneth Hirst doesn't just create fake celeb fragrances. The president and founder of New York City-based Hirst Pacific provided the creative vision for Jennifer Lopez's "Still" and Celine Dion's "Celine."

