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THE BEAUTY EXPERT

MAY 2005

SPECIAL ISSUE!

**GET
THE
BODY
YOU**

**Seductive
Hair**

Sexy, Long, and Healthy

A Star Is Bottled

No one wants to be objectified—except celebrities hawking a fragrance. Perfume-bottle designer Kenneth Hirst, owner of New York City design company Hirst Pacific, explains how he puts a star's message in a bottle.

Q: Where do you begin when creating a celebrity fragrance bottle?

A: I always try to meet with the person so I can understand who she is, what her taste is like. I want the bottle to exude part of her personality.

Q: And her body?

A: Absolutely. J.Lo has a very voluptuous physique, so I wanted to incorporate it in the sensuous, curvy design of Still Jennifer Lopez. I also put a diamond around the bottle neck to give it more of that J.Lo bling-bling.

Q: You also made the original Celine Dion bottle—what inspired the shape?

A: Celine wanted something that showed

her strength and stability. So that's shown in the simple rectangular shape of the bottle. I also found out that her lucky number is five—when she was a little girl in Japan, she found a five-yen coin before winning a music contest. So the bottle has the negative shape of a pyramid, which produces five points. For her new scent, *Belong*, I created a shorter bottle with five sides.

Q: If George W. Bush were a cologne, what would his bottle look like?

A: I would look at him as a statesman, not as George W. Bush the person. The design would be somewhat conservative—stable and solid—probably a square or rectangular bottle with heavy walled glass, like the old ink bottles that statesmen used when signing national documents. I'd adorn the bottle with highly polished metal, and the final touch would be the seal of the statesman himself.

**MAKEUP
& HAIR
PREVIEW**

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From the Runways**

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Secret Love Life