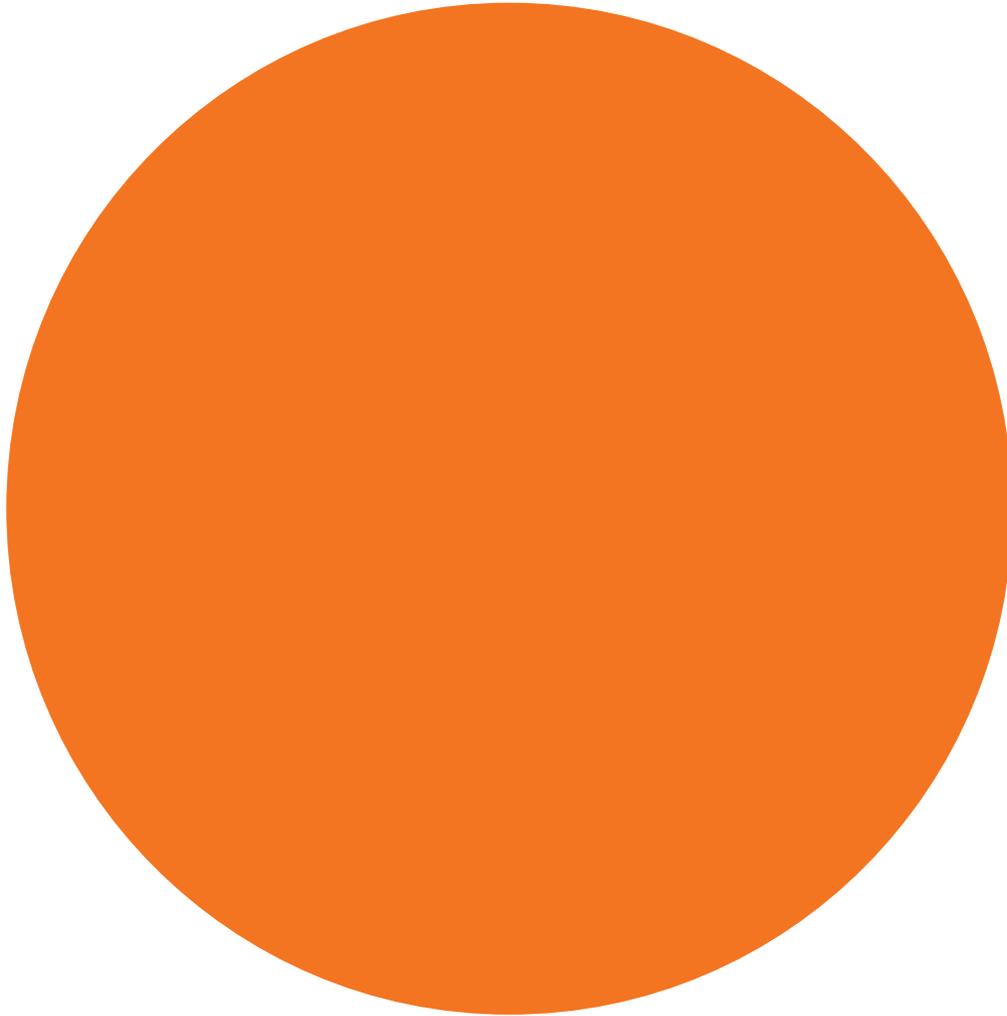


HIRST PACIFIC LTD

THE LIGHTER SIDE GUIDE OF
FAMOUS FRAGRANCES

2005



Featuring:

Oprah Winfrey

Arnold Schwarzenegger

Mayor Michael Bloomberg

Woody Allen

President George W. Bush

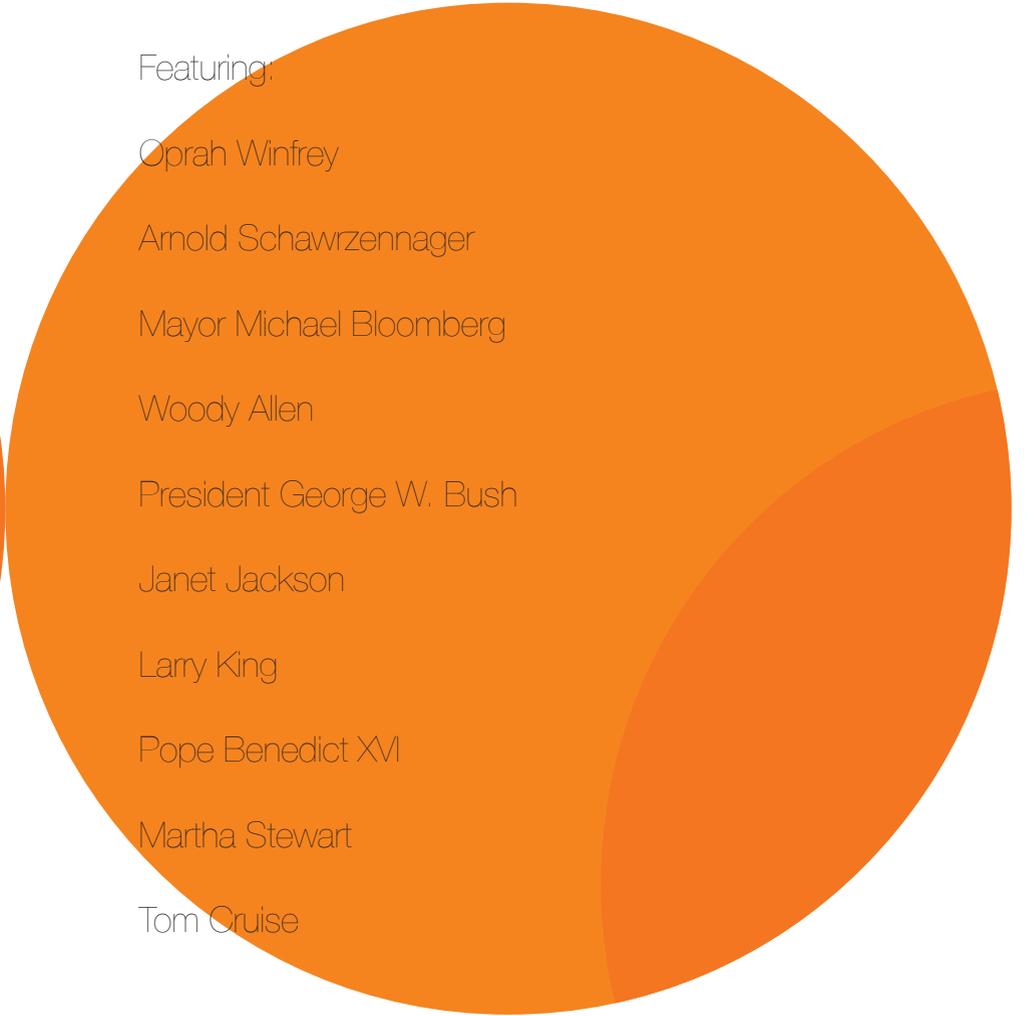
Janet Jackson

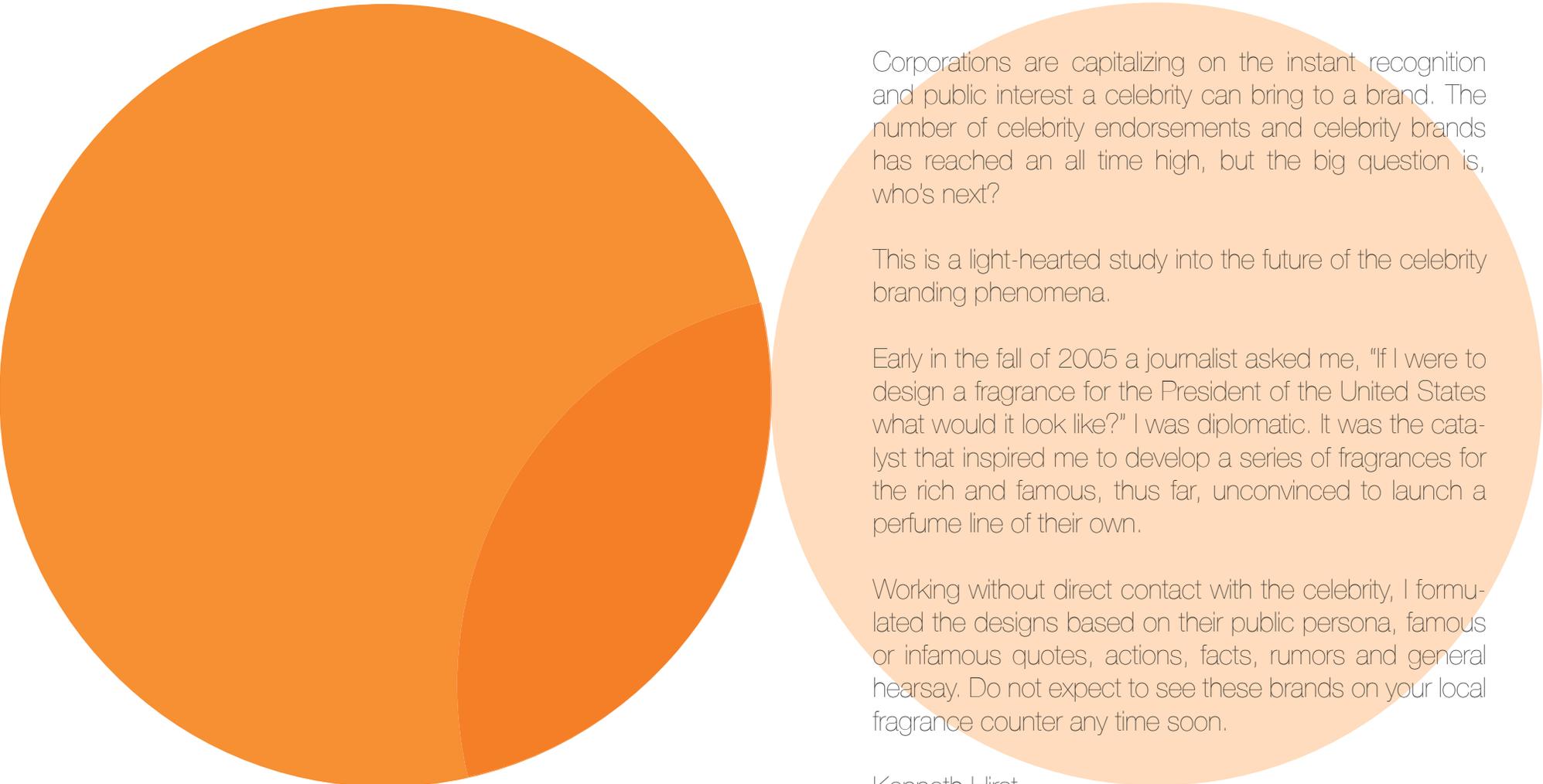
Larry King

Pope Benedict XVI

Martha Stewart

Tom Cruise





Corporations are capitalizing on the instant recognition and public interest a celebrity can bring to a brand. The number of celebrity endorsements and celebrity brands has reached an all time high, but the big question is, who's next?

This is a light-hearted study into the future of the celebrity branding phenomena.

Early in the fall of 2005 a journalist asked me, "If I were to design a fragrance for the President of the United States what would it look like?" I was diplomatic. It was the catalyst that inspired me to develop a series of fragrances for the rich and famous, thus far, unconvinced to launch a perfume line of their own.

Working without direct contact with the celebrity, I formulated the designs based on their public persona, famous or infamous quotes, actions, facts, rumors and general hearsay. Do not expect to see these brands on your local fragrance counter any time soon.

Kenneth Hirst

Oprah's fragrance needed to be elegant and sophisticated. The form is soft like Oprah and the letter "O", and has subtle variations in glass thickness to reflect her not so subtle variations in weight. The fragrance is like a rich, dark liqueur, the actuator is unique like Oprah. The overall perception is of a luscious fruit, an indulgence, and a delightful reward for someone who can have it all.

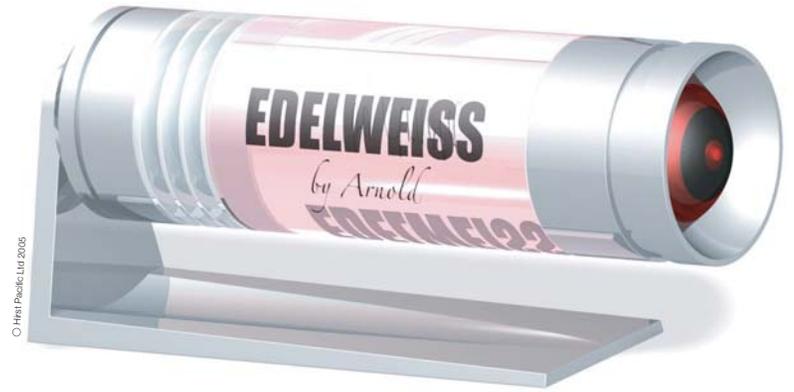


"You can have it all. You just can't have it all at once.."



by Oprah Winfrey

Who would have dreamed an Austrian born body builder could become Mr. Universe, a legendary action film star, marry American 'royalty' and become the Governator. Not many Californians, but Arnie did. A recent political quote provided the perfect tagline and inspired me to find the girlie man in all of us. The fragrance is named after his "Sound of Music" heritage. The hovering bottle form is inspired by what could be a nuclear powered device from Terminator world, accented with titanium and the Terminator eyeball. The final touch is the pink fragrance referencing both the feminine side and a sci-fi nuclear substance.



EDELWEISS

by Arnold Schwarzenegger

For the "girlie man" in all of us.

Possibly one of the most notorious reforms implemented by Mayor Michael Bloomberg was the smoking ban in New York City. When I read his quote about being a very lucky guy all the pieces came together. Combining a well known cigarette pack with the lucky guy sentiment provided an obvious solution for the Lucky Mike concept.



"I am what I am and, you know, I'm a very lucky guy."

LUCKY MIKE from Michael Bloomberg

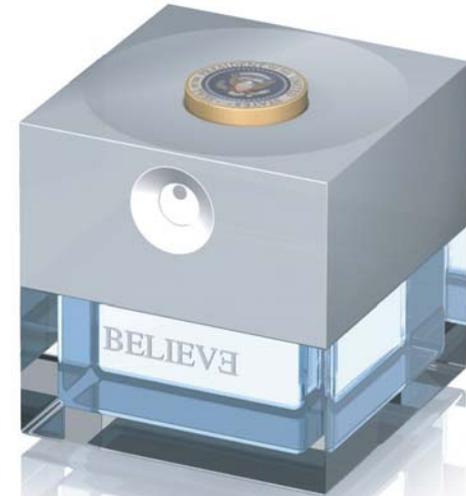
I am a huge fan of Woody Allen, but it was difficult to find a quote that wasn't XXX rated, so "Sex" seemed an appropriate title of the fragrance. Knowing Woody loves to play the clarinet I blatantly interpreted the instrument in translucent black glass with silver metal hardware. The logo is in a typewriter font referencing his early years cranking out scripts on a traditional typewriting machine.



"Sex between two people is a beautiful thing
- between five people, it's fantastic"

SEX by Woody Allen

For George W. Bush I took the presidential route, designing a dignified structure befitting the responsibility and authority of the office. The bottle is a cube, solid and secure, accented with the Presidential seal. Knowing the fanatical public interest in “Bushisms” the title of the fragrance was inspired by one of his more articulate speeches. Unfortunately I misspelled the name Believe.



“I know what I believe. I will continue to articulate what I believe and what I believe—I believe what I believe is right.”

BELIEVE by George W Bush

Janet's fragrance is straight forward, the image it portrays is literal. Her wardrobe "mal-function" or light hearted publicity stunt during the 2004 Superbowl, made her the number one single internet search in history. As she says, "it is only our knowledge and wisdom that seperates us".



"In complete darkness we are all the same,
it is only our knowledge and wisdom that separates us,
don't let your eyes deceive you."

DECEPTION

by Janet Jackson

Named after his TV show, Larry King Live, the bottle is simply a replica of his signature microphone that symbolizes Larry's endurance, and unwavering commitment to quality journalism. LIVE is a fragrance for the man who never quits and always wears suspenders.



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"Anyone can look at other's eyes, but lovers can see into each other's souls through the eyes."

Larry King
LIVE

At the time of this exercise Pope Benedict XVI had just been ordained. The form reflects the papal hat, the gold and silver finishes come from the ceremonial chalice. As yet, the Vatican has shown no interest.



HOLY WATER
BENEDICT XVI

“An adult faith does not follow the waves of fashion and the latest novelty.”- Pope Benedict XVI

Martha Stewart's character, as shown in made for TV movies, comes across as a little prickly. That, combined with her large collection of roses, inspired the thorny bottle design for her fragrance. The color green is used to represent envy, wealth and her green thumb. The bow expresses Martha's approach to home made decoration for the holiday season, or a special occasion. The title compliments her humbling experiences in the garden and the American justice system. A light hearted yet complex solution for someone who has experienced it all.



"Gardening is a humbling experience."

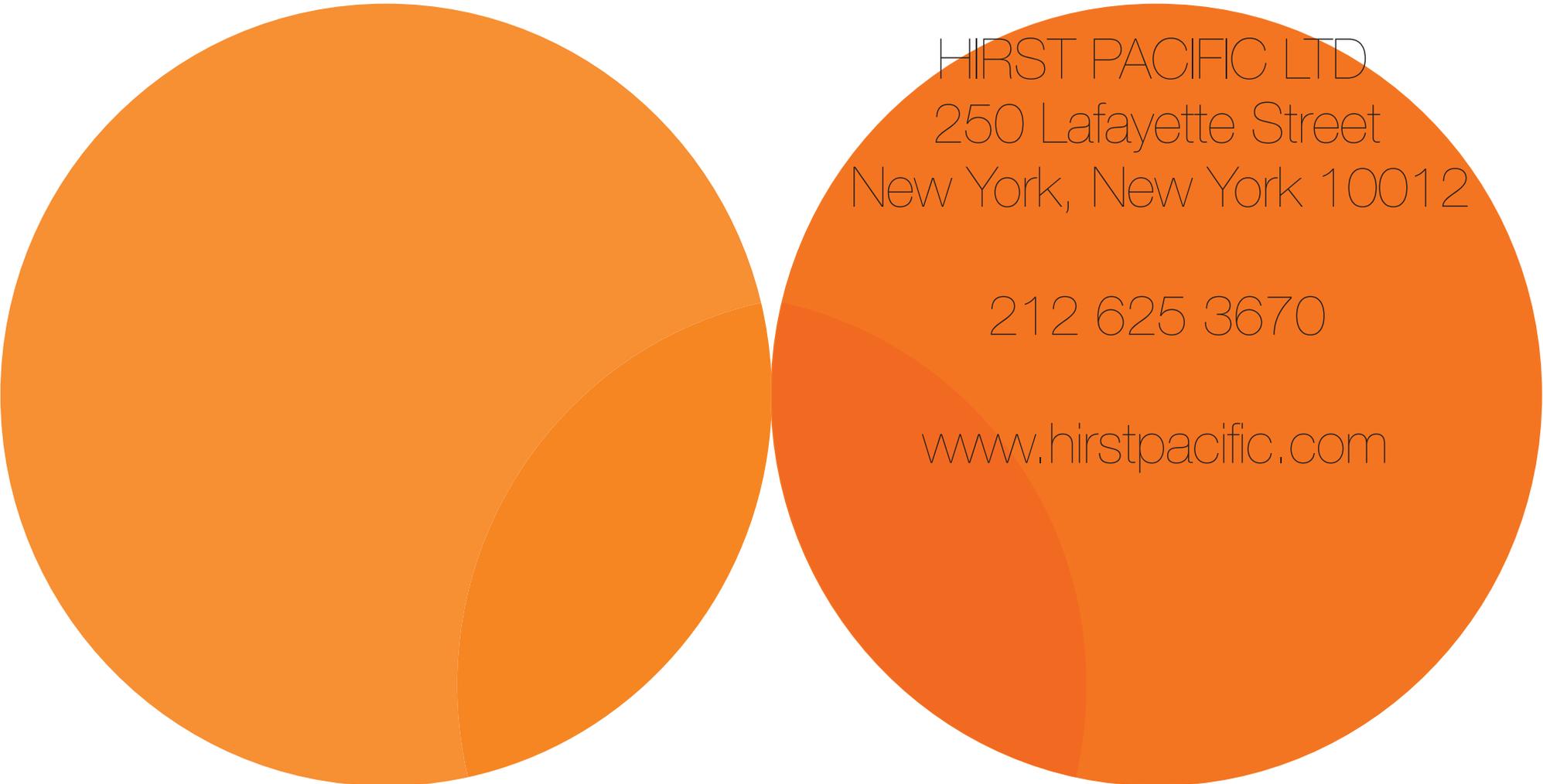
forever humble by Martha Stewart

What can I say about Tom Cruise that hasn't already been said? He is an all action hero: a fighter pilot, assassin, hustler and secret agent to name but a few.....a real man's man. The eponymous fragrance had to be elegant yet masculine. The cap's horizontal plane hovers majestically above the solid base, directly inspired by his role in Mission Impossible. The bottle itself is sharp and straight, reflecting Tom's no-nonsense, straight-forward character.



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CRUISE
by Tom Cruise



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