Beat: Lifestyle

Elizabeth Arden To Acquire The Christina Aguilera Fragrance Brands

Has signed an agreement

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USPA NEWS - Elizabeth Arden announced on May 12, 2016, that it has signed an agreement to acquire the global license and certain related assets for the Christina Aguilera fragrance business from Procter & Gamble International. Superstar recording artist Christina Aguilera introduced her first fragrance in 2007.

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Terms of the transaction were not disclosed. The transaction is expected to close in the first quarter of fiscal 2017 and is subject to customary regulatory approvals. Elizabeth Arden is a global prestige beauty products company with an extensive portfolio of prestige beauty brands sold in over 120 countries. The Company's brand portfolio includes also the celebrity fragrance brands of Taylor Swift, Nicki Minaj, Mariah Carey and Justin Bieber, White Diamonds Elizabeth Taylor, Jennifer Aniston.

Christina María Aguilera is an American singer, songwriter, and record producer. She first became known to the public as a child upon appearing on television series, most notably of which is 'The Mickey Mouse Club'. Christina Aguilera has been recognized as a pop icon and earned the title "Princess of Pop" in her early years. Her work has earned her five Grammy Awards, one Latin Grammy Award, and a star on the Hollywood Walk of Fame. She has sold over 17.9 million albums in the United States as of 2014 and 50 million albums worldwide as of 2011.

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