



# Flirt like Deepika with the new **LUX Star Collection**

Lux has been bringing the best of beauty to the women of Bangladesh for the last fifty years. It has remained their constant companion on their journey to unparalleled beauty. As a part of this journey, Lux has introduced the fabulous Lux Star Collection - a limited edition collection of soaps with a flirty fragrance, co-created with Deepika Padukone. This new unique collection is the perfect blend of playfulness, fun and spontaneity, with its delectable scents serving as the perfect flirtatious weapon for every woman.

Lux has established a tradition of working with the world's best perfumers. To carry on the tradition, Deepika teamed up with master perfumer Alessandra Vinksnaitis to create this new limited edition fragrance - designed to spark the playful act of flirting. Deepika chose her favourite perfume to create the Star Collection, with the fragrance's playful notes capturing the essence of her flirtatious style. Lux lovers will now get a chance to step into Deepika's shoes and flirt like her too.

*When I was making the perfume for the Lux Star Collection line, I wanted to create a fragrance which would bring out the inner star in every woman and remind her of how fabulous she can be. I thought of a young lady, very feminine and full of self-confidence, certain that she has an inner star that is able to shine and charm everyone around her.*

- Alessandra Vinksnaitis (Expert perfumer)

## Deepika's thoughts... WORLD CLASS PERFUME

Deepika, the co-creator of this new mesmerising perfume, is very confident about her new fragrance. She believes that every woman has an inner star and by sharing her fragrance with everyone, she wants to awaken the star within them - giving them confidence by making them feel beautiful, flirtatious and desirable.

  
Deepika Padukone



Designed with popping colours, pretty flowers and butterflies in a heart-shaped motif, the Star Collection packaging features Deepika's style inspirations from the world of fashion and fragrance. The packaging is flirty, chic and fabulous - just like Deepika herself!

**Lux Star Collection created with Deepika's favourite fragrance comes in two unique variants - Sweet Temptation and Delicate Embrace**

## Sweet Temptation

One part fruity and one part flirty, Sweet Temptation features Roses, Orchids and Jasmines with touches of Italian lemon, dewy greens and sensual red fruits, blended perfectly with creamy vanilla - making this fragrance addictive and irresistibly charming.

## Delicate Embrace

A delicate floral bouquet of Jasmine, Orange Blossom and Iris, Delicate Embrace has an intoxicating fragrance to get you in the mood to flirt.



*Just a little* **LUX**