



MY STORE

17 November 2019

KKW FRAGRANCE BY KIM KARDASHIAN WEST LAUNCHES ONLY AT MYER

Myer is proud to partner with KKW FRAGRANCE by Kim Kardashian West as the exclusive retailer in Australia and the first retailer worldwide outside the USA to stock her selection of fragrances.

KKW FRAGRANCE embodies the positive female energy that Kim Kardashian West represents, with each fragrance illuminating a beautiful expression of uniqueness, thoughtfulness and sensuality.

KKW FRAGRANCE by Kim Kardashian West is available exclusively at all 61 Myer stores and myer.com.au and is the must-have fragrance this Christmas.

Myer is known as the one-stop shop for everything beauty, which is why Kim Kardashian West has chosen Myer for this exclusive launch. Myer has a carefully curated collection of the most-wanted, most-innovative skincare and makeup products the world has to offer, including brands you can only get at Myer.

Myer recently launched The Beauty Emporium by Myer in Sydney, Chadstone and Melbourne with new fixtures and an innovative layout, ensuring a fresh approach to Myer's beauty business. The Emporiums range over 80 new brands incorporating global trends such as wellness, beauty with a conscience products, emerging Korean and Japanese brands, as well as new Indie brands and travel retail.

Quotes attributable to Kim Kardashian West for KKW FRAGRANCE by Kim Kardashian West:

"I know that Myer is the destination for everything beauty in Australia - my fans love it - and there was no other place that I wanted my fragrances to be sold than Myer."

"Australia is such a beautiful place and I'm excited that Myer customers will be able to experience KKW Fragrance so they can find a fragrance that reflects their individual lifestyles. Fragrance is such a personal choice and I've tried to create a scent for every occasion."

Quotes attributable to Allan Winstanley, Myer's Chief Merchandise Officer:

"These are some of the world's most coveted fragrances and we're thrilled Kim chose Myer to be the first retailer out of the US, and the only Australian retailer to carry them."

"Kim is recognised and respected the world over, not only for entrepreneurship and hard work, but also for her love fashion and unique style. She is world's most influential beauty influencer, with a strong and loyal fan base here in Australia who will love her range of fragrances."

"We have loved working in partnership with Kim and her team. She is involved in every facet from the development of each fragrance, through to the packaging design and marketing – she is incredibly detail oriented and has an admirable work ethic. Kim's fragrances are first-class, she wants the absolute best products for herself and her fans, as do we."

Quote attributable to Annabel Talbot, Myer's General Manager of Beauty:

"Australian women love to have a 'fragrance wardrobe', wearing different fragrances to reflect how they feel, the occasion or the season; and we know that the KKW range will offer our customer a stunning range of fragrances that will be key pillars of their perfume wardrobe."

KKW FRAGRANCE INFORMATION

MINDFUL HEALING

With **Crystal Gardenia** and **Crystal Gardenia Oud** Kardashian West has explored the ancient ideas of healing and spiritual clarity. The bottles are shaped like crystals, or a magical stone, and have the mindful wow-factor that all the KKW FRAGRANCE bottles deliver.

KKW Crystal Gardenia has a lush top note of Water Lily flowering into the middle notes of Gardenia and Tuberose with a lasting undercurrent of Amber and Musk. Crystal Gardenia evokes optimism, positivity and a warm undercurrent of sensuality.

KKW Crystal Gardenia OUD takes its inspiration from the Middle East and has exotic top notes of Lavender and Bergamot with a heart filled with Rose and Jasmine and a powerful finish of Patchouli and Amber. It is a seductive fragrance that delivers a feeling of strength and confidence.

BODY POSITIVE

KKW Body is literally the embodiment of Kim Kardashian West with a collection of three fragrances packing all her good energy and positive vibes around body image and self-worth. The design of the bottles is as curvaceously iconic and inclusive as their creator.

KKW Body I is a celebration of life and the fragrance bursts open with a juicy Peach, Jasmine and Rose freshness. The signature Sandalwood, Musk and Amber create a lasting and intoxicating intimacy.

KKW Body II is a burst of bright sunshine. The fragrance delivers the essence and escapism of the summer beach. It opens with top notes of Bergamot, Neroli and Coconut and packs Orange Blossom, Ylang Ylang and finishes on a creamy Coconut Milk, Ambrette Seed and Musk.

KKW BODY III has a dynamic peppery freshness of Juniper Berry and aromatic Lavender drying down to Sandalwood, Cedarwood, Vetiver and a hint of Vanilla. **KKW Body III** is designed to be shared, marking the first unisex fragrance for **KKW Fragrance**.

PLAYFUL ENERGY

Kimoji Vibe is an olfactory moment of joy and happiness, in the shape of a KKW Kimoji. With notes of sparkling Apple Blossom, Peony and Jasmine finishing to sun-kissed Amber, the pleasure is all yours.

Hearts BFF with its sweet juice of wild Berries, Currants and Apples opening into Rose petals and finishing with Marshmallow Vanilla and Musk this is the scent of true friendship, delivered in a pastel pink heart shaped bottle.

Hearts Ride or Die notes of dark Blackberry and Plum awaken the heart of this insanely addictive fragrance that finishes with a Caramel swirl and Tonka Bean lusciousness.

Hearts BAE comes in a sweet candy heart shaped baby blue bottle. The fragrance has a flirty, floral centre of Jasmine and Gardenia Blossom with a fresh swirl of Vanilla and white Sandalwood as it dries down on the skin.

Pricing of KKW FRAGRANCE by Kim Kardashian West:

Crystal Gardenia 75ML	\$90.00
Crystal Gardenia OUD 75ML	\$90.00
Body I 100ML	\$90.00
Body II 100ML	\$90.00
Body III 100 ML	\$90.00
Kimoji Vibe 50ML	\$65.00
Hearts BFF 30ML	\$45.00
Hearts BAE 30ML	\$45.00
Hearts Ride or Die 30ML	\$45.00

Please find KKW FRAGRANCE by Kim Kardashian West imagery [here](#).

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