

August 31, 2016



## Michael Bublé's New Fine Fragrance "By Invitation" Sells Out During HSN Launch

**Michael appeared live on HSN for the US debut of his new women's fragrance**

NEW YORK, Aug. 31, 2016 (GLOBE NEWSWIRE) -- Singer Michael Bublé had fans swooning when he appeared on HSN last week, to debut his exciting new fine fragrance for women, *By Invitation*. The two piece set, featuring the 3.4 fl. oz Eau de Parfum Spray and the 1 fl. oz purse spray, sold out of more than 21,000 units in less than 24 hours. Additionally, Michael's upcoming album *Nobody But Me*, available later this year, was available for presale and sold nearly 6,000 units with little on-air promotion. The international superstar launched his first ever fragrance with the leading entertainment and lifestyle retailer and shared his inspiration for the fragrance and how it came to market.

"While we're beyond pleased with Michael's visit, his success on-air was no surprise! Michael's loyal and engaging fan base follows him wherever he goes; from the concert stage to the studios of HSN," said Alicia Valencia, SVP Beauty Merchandising, HSN. "We're thrilled that his fan base aligns so well with our customer demographic, which resulted in a sell-out visit. We are eager to work with Michael and the team at Elizabeth Arden on a return visit during the holiday season."

"It's no secret that I'm a hopeless romantic. It's in every note I sing and every song I write. The idea was to create a special 'invitation' to fans into my new world of fragrance. I'm inviting women to enjoy a beautiful scent that represents my personal taste and imagination. *By Invitation* is what I'd call 'love in a bottle,'" commented Bublé. "It was an amazing experience, sharing my fragrance and story, with my fans and HSN customers," Bublé noted about his time at HSN.

Described as "a floral oriental gourmand, encompassing the iconic flowers of love," *By Invitation* is an elegant fine fragrance that's enlightened with a fresh fruity accent. Starting with tempting top notes of red fruits and bergamot with added heart notes of lily of the valley, wild jasmine and spicy inflections of peony, *By Invitation* wraps with a warm base of sandalwood-musk and addictive vanillas.

"HSN has proven time and time again, to be a successful launch partner for our celebrity and designer fragrances," said Tamara Steele, SVP, US Prestige Beauty Group at Elizabeth Arden. "From the pre-show promotion to the social media engagement, to the on-air execution, we look to HSN to deliver an exceptional experience for fans and customers alike."

Michael Bublé's new studio album, *Nobody But Me* is scheduled to be released on October 21<sup>st</sup> on Warner Bros./Reprise Records. It is his first studio album in three years.

**About HSN:**

HSN is a leading direct-to-consumer live content retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 94 million households in the US in HD 24/7 and its website - [HSN.com](http://HSN.com) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 38 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit [HSN.com](http://HSN.com), or follow @HSN on [Facebook](https://www.facebook.com/HSN) and [Twitter](https://twitter.com/HSN).

**About Fragrance Dynamics:**

By Invitation has been developed by Fragrance Dynamics in conjunction with Michael Bublé appointing Karine Dubreuil-Sereni as the perfumer. Fragrance Dynamics is a new company based in the UK whose founder, Mike Edwards was responsible for some of the industry's biggest fragrance successes. He began his career in the fragrance industry in 1982 with Le Jardin de Max Factor and more recently One Direction and Cristiano Ronaldo fragrances. [www.fragrancedynamics.com](http://www.fragrancedynamics.com)

**About Karine Dubreuil-Sereni:**

Karine Dubreuil-Sereni is a perfume creator. Working for multiple fragrance houses for many years, Karine has composed a variety of renowned and top selling perfumes such as Eclat d'Arpège, Gucci Envy Me, Mûre et Musc, Extrême and Womanity. A native of Grasse, France, Karine is as passionate about fragrances as she is opera and classical music (Karine is a soprano).

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Source: HSN, Inc.