

Rebelle by Rihanna is Fastest-Selling Celebrity Perfume in the UK



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August 20, 2012, 7:13 am -- /[EPR NETWORK](#)/ -- Rihanna is one of the hottest pop stars on the planet right now, and it seems that as she expanded her horizons into other projects, her star power is just as powerful off the stage as it is on it.

The Barbadian singer has rocketed to the top of the UK bestselling fragrance list, having sold two million bottles of her second perfume, Rebelle, since it was launched in February. According to Mail Online, it is expected that the scent will break the four-million barrier by the end of the year.

The celebrity perfume market is notoriously competitive, particularly in the UK, and Rihanna's rise to the top of the bestseller list has seen her fight off stiff competition from celebrity fragrance heavyweights such as Britney Spears, Jennifer Lopez, Beyonce and Victoria Beckham.

The follow-up to Rihanna's first perfume Reb'l Fleur, Rebelle captures the warmth of the Caribbean sun, not only reflecting her laid-back Barbadian roots, but also the hectic lifestyle of the superstar that she has become. The conical design of the bottle, with its evocative red swirl pattern, is inspired by the shape of a stiletto heel.

Speaking at the launch of her second perfume earlier this year, Rihanna said: "[Rebelle] is about taking control but still being a lady. There's a feminine, romantic element to the fragrance – but there's also a defiant quality in it. I love its duality."

As for the perfume itself, Rebelle is described as a strong, feminine scent that will bring out the rebel in your. The fragrance opens with fruity top notes of plum, strawberry and ginger, which then flows into a rich heart of vanilla orchid and cocoa absolute, all of which is smoothly rounded off with a deep base of musks, coffee, patchouli and amber.

Rihanna Rebelle eau de parfum spray is currently available to order from online perfume retailer Fragrance Direct, with a 100ml bottle selling for £19.99, which represents a saving of over a third off the recommended retail price.

To get your hands on the hottest celebrity perfume in the UK, visit the Fragrance Direct website at <http://www.fragrancedirect.co.uk/>.

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