

Revlon Renews Fragrance Partnership With Christina Aguilera

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Revlon Confirms Extended Collaboration With Christina Aguilera

Revlon Consumer Products LLC formally renewed its fragrance license agreement with global pop icon Christina Aguilera continuing fruitful collaboration spanning over decade.

Their partnership began more than twenty years ago when Aguilera launched her first fragrance under Revlon brand and achieved success quickly. The newly extended deal will focus on expanding Revlon's global fragrance portfolio using Aguilera's influence and creative design sensibility extensively.

Revlon and Aguilera plan to release a new fragrance in 2026 targeting younger consumers specifically and diversifying brand reach significantly.

Michelle Peluso, CEO of Revlon, expressed excitement about extending long-standing collaboration with Aguilera citing her vision and influence deeply meaningful.

She noted Aguilera's creative partnership helped shape one of the most successful celebrity fragrance portfolios globally over many years.

Peluso said Revlon looks forward to building on this significant relationship especially at this pivotal time for the company.

Furthermore, Revlon emphasized its commitment to maintaining strong consumer connection through Aguilera's brand alignment and authenticity worldwide.

Aguilera's Fragrance Line Performance And Influence

Christina Aguilera's existing fragrance lines Signature, Definition, and By Night continue strong sales performance worldwide maintaining loyal consumer base. Her fragrance brand remains number one women's celebrity fragrance in Germany, according to Revlon, underscoring sustained regional popularity.

Additionally, those lines continue expanding market traction across Europe including UK, Eastern Europe, Balkan countries demonstrating cross-border appeal

New Releases And Future Product Strategy

Revlon intends to launch a new fragrance in 2026 created to reach younger generation consumers craving fresh scent experiences.

Also, an additional "pillar fragrance" is planned for future release to reinforce Aguilera's fragrance portfolio under Revlon brand.

These launches reflect Revlon's strategy to appeal to evolving consumer preferences including younger demographics seeking unique scent identities.

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