

Fashion FORECAST

Black Defines The Essence Of Style

(NAPSA)—Almost every season, fashion magazines choose a color that will be “the new black”—but few colors stay fashionable long enough to truly claim the title. Black is *always* the new black.

Whether it's the perfect little black dress, bag, boots or beads, as a fashion statement, black is truly the essence of style.

Wearing black makes it so much easier to dress well. No mixing or matching required. Black is elegant, sleek and always makes a statement.

Simple, stunning, slimming, the color evokes many different moods and styles, ranging from classic to edgy to all-out sexy.

Now it's also a one-of-a-kind fragrance for men and women. Bijan, a fashion designer known for all that is luxurious and grand, has created fragrances that capture this essence of style.

Recognizing the influence of black and celebrating its power, he has launched his newest fragrance, Black Bijan.

Black Bijan for men is a scent comprised of orange flower with a hint of pine, evolving into jasmine, lavender and amber. Vanilla and musk impart long-lasting richness and depth to this creamy, sensual fragrance.



Black is back and this time it's a fragrance that celebrates the power of a fashion classic.

Black Bijan for women is a scent that defines beauty with luscious fruity notes surrounded by florals to create a deeply sensual and alluring feminine statement. This scent possesses a blend of pomegranate, bergamot, jasmine, gardenia, rose petals, sandalwood and musk.

So the next time you're buying the latest looks in the lasting color of choice, consider a perfume that is designed to become a classic, a scent that captures the essence of style.

Both scents can be found at Perfumania stores and on the Web at www.perfumania.com.