



### Betsey Johnson Parfum Launch

Whimsical. Inspirational. Fuschia. How else could you describe fashionista Betsey Johnson's parfum launch at the ultra hip Lord & Taylor in Manhattan on June 13th? While the DJ was spinning the tunes, Betsey was bopping around in typical Betsey style.

Revelers who purchased the delicious new fragrance, the exclusive Betsey Johnson parfum gift set, were able to have their photo snapped with the icon. As an added bonus, they also got her autograph. As for the content in the exclusive gift set? A magnificen 100 ml Eau de Parfum Spray, 200 ml Perfumed Body Lotion, a matching cosmetic case, two of Betsey's favorite lipglosses all held together in a fabulous Betsey Johnson printed train case, \$103.

As for the grand finale, for excited celebrants like yours truly, the night had only just begun. After all, the classic department store has eight floors to be devoured.

[www.betseyjohnson.com](http://www.betseyjohnson.com)

—Vicki Salemi, NYC Correspondent



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