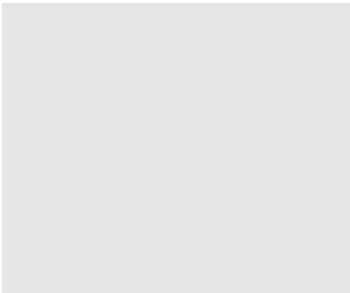




## Introducing Africa's First Luxury Fragrance

Fragrance Scent of Africa launches with style in Ghana.



© Published December 11th



On November 14, leading cosmetics company Ghandour Cosmetics launched its new perfume, Scent of Africa, in Ghana, marking Africa's first step into the luxury fragrance market. The launch party was held at the extravagant Kempinski Gold Coast Hotel in the capital city of Accra, attracting international supermodels, media producers, athletes and socialites.

Each table at the event was adorned with metallic replicas of the fragrance, in the iconic shape of the African continent. According to Ghandour, the bottle for the female fragrance in gold represents the beauty and elegance of the modern African woman while the silver male bottle illustrates the distinguished and powerful African man of today. Nigerian supermodel **Oluchi Orlandi** and Ghanaian footballer and UEFA champ **Marcel Desailly** are the brand ambassadors for the fragrances.

### HOLIDAY HEAVEN: OUR MUST-HAVE STOCKING STUFFERS

"When you talk about luxury, sometimes you talk about Paris, Milan, London, New York, but this time it's in Africa. So we need to promote it," said Desailly in an interview.

According to **Tanal Ghandour**, founder and managing director of Ghana-based Ghandour Cosmetics, which has operated for over 20 years in 14 African countries, "Scent of Africa represents the success and richness of Africa. Both Oluchi and Marcel are true African success stories who have ascended to international icon status in their respective fields. These two were selected as brand ambassadors because they reflect our vision for Scent of Africa not just because of their achievements but also because of their commitment to give back to their homeland as philanthropists and entrepreneurs."

Add a bottle to your Christmas list today! Plus, watch our exclusive holiday makeup tutorial below from MUA Nadia Frazier.

### GET YOUR LIFESTYLE FIX



Get hooked by email

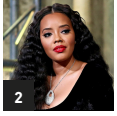
Submit

BET.com always gives you the latest *fashion and beauty* trends, tips and news. We are committed to bringing you the best of Black lifestyle and celebrity culture.

## TRENDING IN LIFESTYL



10 Instagram Shops You Need to Know



Fans Are Calling BS on Angela Simmons's Pregnancy Denials



#TBT: Azealia Banks as a Perfect Little Angel

SEE ALL TRENDING



(Photos: Scent of Africa)

Written by Evelyn Diaz

+ COMMENTS (0)

## GET MORE!

Fragrance Style B\* Real Beauty Ghana

Promoted Stories

Powered by Outbrain



SEE THE BEST LUXURY REAL ESTATE IN THE WORLD [PHOTOS]  
Mansion Global by Dow Jones



TOP 10 MOST DANGEROUS DOGS IN THE WORLD  
World List

## RECOMMENDED

### A Retrospective of Prince's Iconic Moments in Fashion

The prolific musician was also an influential style setter.

2 weeks ago



### Sip & Repeat: The Lemonade Project

Join us in making lemonade-infused cocktails in honor of Queen Bey's latest release.

2 weeks ago



### 10 Celebs Who Have Been Accused Of Lightening Their Skin

Lil' Kim and more stars given side-eye in recent years.

1 week ago



## LATEST IN LIFESTYLE

## TRENDING IN LIFESTYL



#TBT: Azealia Banks as a Perfect Little Angel

In Brooklyn With Skyzoo

Find Out Why MAC New Makeup

Drake & Rihanna

Drake & Rihanna...Couple or Nah?



**Kardashians Create Controversy in Cuba**

**SEE ALL TRENDING**

### Line Is Causing an Outrage

Someone at the brand should have thought twice about this.

🕒 Yesterday

These two are back at it again with the dating rumors.

🕒 2 days ago

### Stay Woke: Study Finds That Your Homies May Not Really Like

Perhaps Drake was right with his "no new friends" mantra.

🕒 2 days ago

### Fans Are Calling BS on Angela Simmons's Pregnancy Denials

They claim the receipts are right on social media.

🕒 2 days ago

### Viva La Cuba! 12 Reasons to Plan Your Next Trip Now

Follow in the steps of the Wests, Obamas and Carters.

🕒 2 days ago

### 9 Must-Read Books About Motherhood

Celebrate Mother's Day with these uplifting titles.

🕒 2 days ago

#### BET BREAKS

### Kardashians Create Controversy in Cuba

The famous family upsets Cuban fans while in Havana.

🕒 2 days ago

### Mother's Day Comes Early for Blac Chyna and Rob Kardashian

Blac Chyna just dropped a major bombshell on Instagram.

🕒 2 days ago

### Exclusive: Is Evelyn Lozada Trying for Baby No. 3?

BET.com chats with the reality star for Mother's Day.

🕒 2 days ago

### KFC Unveils Nail Polish That Tastes Like Chicken

Lowkey genius or horrifying? You be the judge.

🕒 3 days ago

