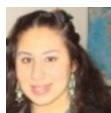


Christian Siriano launched his signature fragrance 'Silhouette'



Photo by Bryan Bedder



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On Sept. 4, 2014, models and actresses swarmed to the Meatpacking district to check out the launch of designer **Christian Siriano**'s new fragrance, **Silhouette**, in partnership with The Fragrance Group. The fragrance is described as a mix of sweet and spicy notes and contained in a rose gold bottle reminiscent of one of Siriano's swirling gowns.

The venue was the site of Siriano's 16-day pop-up shop, The Silhouette Shoppe. The space felt like an art gallery; black floor to ceiling with the columns covered in purple hydrangea and swags of orchid

blossoms and a living wall of all the notes used to create the fragrance. A film created for the fragrance was projected on a wall while models wearing Siriano's couture gowns were perched above the crowd like statues on a pedestal and interactive displays allowed guests to take pictures of their own Silhouette while sipping Kir Royales and Stoli Vodka cocktails hand crafted for the event with notes of the fragrance.

The star-studded event was hosted by Coco Rocha, the face of the Silhouette campaign and in the crowd were Marisa Tomei, Alexa Chung, Mena Suvari, Nicole LaLiberte, Phillip Bloch, Jackie Cruz, and Anna Schilling. Music from DJs Leigh Lezark & Geordon Nicol of The Misshapes, Atlanta de Cadenet Taylor and Brad Walsh filled the fragrance filled room. The Silhouette Shoppe, located at 402 West 13 Street, will be open until Sept. 21. Siriano and The Frangrance Group have plans to open similar pop-up shops across the country.