



THE QUINTESSENTIAL LADIES MAN

There's something about Justin Timberlake that has women across the world swooning. His charm, his wit, or maybe just the way he croons 'Rock Your Body', makes the fairer sex obey his every command. And it is this quality that Givenchy is banking on as they sign him on to promote their all-new feminine fragrance, Play for her. **Arabian Woman** caught him in the act at the very exclusive launch in Dubai.

He was a picture of elegance and charm – walking on to the stage on cue, taking the mike gracefully, and answering every question in detail, and with a touch of humour. Which almost made the audience forget that he is best known for his singing, an element that was sorely missed later.

But Justin Timberlake gets full marks for sheer stage presence, and inspiring awe in the very exclusive list of invitees that attended the launch of Givenchy's new fragrance, Play for her. Timberlake, who is best known for belting out hits like 'Cry Me A River' and 'Rock Your Body', played celebrity, talking about the experience of shooting the ad stills and film for the brand.

"I don't know if you guys know this, but your country gets very hot this time of the year," he said with a mock sweep of his brow, breaking the ice with the audience and eliciting laughter. As Alain Lorenzo, President & CEO - Parfums Givenchy, played journalist for the evening, Timberlake shared his thoughts and feelings about the brand, the fragrance, and his plans for the future.

But few women in the audience were actually focused on the effortless banter on stage. For most, it was simply an honour – and a dream come true for others – to be in the same room as the mega star. What is it about Timberlake that incites such intense emotions in the fairer sex? What makes women scream out for his attention, pushing against all barriers to get as close as possible, or breaking all the rules for a single photograph?

Maybe it's the six Grammy Awards and two Emmy Awards he has under his belt. Or his two albums that have made him one of the most commercially successful singers in the world, each selling in excess of 9 million copies (in addition to his 55 million albums sold with 'N Sync). Or his acting career, record label Tennman Records, fashion label William Rast, and the restaurants Destino and Southern Hospitality. It could be all that. Or it could just be that his ethereal smile.

Whatever the case may be, there is no denying the electrifying effect Timberlake has on women. Following on the enormous success he achieved with Givenchy's Play for men, the marquee decided he would be the ideal choice to promote their all-new feminine fragrance, Play for her.



Alain Lorenzo, President and CEO, Parfums Givenchy



So on a chilly evening in Paris, Timberlake and Canadian model Noot Sear braved the cold, shooting for the fun advertising video for the fragrance. The alter ego of the playful male, Play for her is a revelation.

Freedom, modernity, sensuality...
The key words? Seduction, energy and a carefree attitude....

Her naturally seductive and ready for life attitude is the perfect foil to his charismatic and playful side. Together, driven by excitement, they have fun making life more magical.

Playing together
Synchronised to the same beat as Play, Play for Her is the work of the duo of Emilie



ALL ABOUT JUSTIN

Born Justin Randall Timberlake on January 31, 1981, Memphis, Tennessee, USA, Timberlake is foremost a pop musician – playing the roles of songwriter, musician, record producer, dancer and actor with equal ease. The son of Lynn Harless (née Bomar) and Randall Timberlake, he has English and distant American Indian ancestry.

Timberlake grew up in Shelby Forest, a small community between Memphis and Millington. His first attempts at a singing career were country music songs on 'Star Search' as Justin Randall. In 1993, Timberlake joined the cast of Disney's 'The Mickey Mouse Club'. His castmates included future girlfriend and pop superstar Britney Spears, future tourmate Christina Aguilera, and future bandmate JC Chasez.

The show ended in 1994, but late in 1995, Timberlake recruited Chasez to be in an all-male singing group organised by boy band manager Lou Pearlman, which eventually became 'N Sync. Timberlake and JC Chasez were the two lead singers of the popular group, which hit big time in 1998 with the US release of its debut album 'NSYNC' selling 11 million copies.

After parting ways with manager Lou Pearlman, the band signed with Jive Records, and released a long-awaited album, 'No Strings Attached', in March 2000, which became the fastest-selling album of all time with 2.4 million copies sold in its first week and produced a No. 1 single, 'It's Gonna Be Me'. The release was followed by the band's third album, 'Celebrity', which held the title of the second-fastest selling album of all time.

In 2002, the group decided to take time off, at which point Timberlake began work on his first solo album and the group went into a hiatus. In August 2002, after months of recording 'Justified', his debut solo album, Timberlake performed at the 2002 MTV Video Music Awards, where he premiered his first single, 'Like I Love You' – the song reached No. 11 on the Billboard Hot 100.

It spun off hits throughout late 2002 and 2003. Timberlake supported the album by co-headlining the Justified/Stripped Tour with Christina Aguilera in the summer of 2003. At the end of the year, Timberlake recorded a song entitled 'I'm Lovin' It', which was used by McDonald's as the theme to its 'I'm Lovin' It' campaign. The deal with McDonald's earned Timberlake an estimated USD6 million. A tour entitled Justified and Lovin' It Live was included with the deal as well.

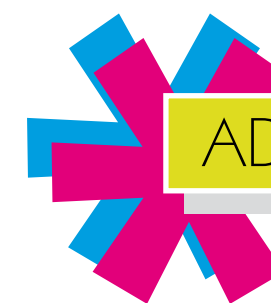
After the infamous Super Bowl controversy, Timberlake put his recording career on hold to act in films. The first role he took during this time was as a journalist in the thriller 'Edison Force', which was filmed in 2004, and received a direct-to-video release in 2006. He also appeared in the films 'Alpha Dog', 'Black Snake Moan', Richard Kelly's 'Southland Tales', and voiced Prince Artie Pendragon in the animated film 'Shrek the Third'. He also appeared as a young Elton John, in the video for John's song 'This Train Don't Stop There Anymore'.

Timberlake released his second solo album, FutureSex/LoveSounds, on September 12, 2006. The album's lead single, 'SexyBack', was performed by Timberlake at the opening of the 2006 MTV Video Music Awards and reached number one on the Billboard Hot 100, where it remained for seven consecutive weeks.

In March 2008, it was announced that he was to be an executive producer in an American adaptation of the hit Peruvian comedy 'My Problem With Women' for NBC. In November that same year, TV Guide reported that Timberlake's single, 'Follow My Lead', would be available for exclusive download through MySpace. All proceeds would go to Shriners Hospitals for Children, a charity dedicated to improving paediatric care for sick children.

Timberlake was given Sexiest Man titles by Teen People and Cosmopolitan magazines. On February 17, 2009, Timberlake was named the "Most Stylish Man in America" by GQ magazine.

Refusing to share the details of any future plans, Timberlake left his audience in Dubai asking for more. Will he oblige? Only time will tell.



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