

= Purr by Katy Perry =

Purr by Katy Perry is a fragrance created by American singer Katy Perry and Gigantic Parfums . Katy 's love for cats and kittens influenced both her decision to create the perfume and its design , although further inspiration for the bottle 's design came from other perfume products worldwide . Purr features a variety of scents , including citrus fruits . Released in November 2010 , it is available in a purple cat @-@ shaped bottle . Purr is available in 1 @.@ 7 and 3 @.@ 4 fluid ounce bottles , with a retail price in the US of \$ 35 @.@ 00 to \$ 45 @.@ 00 for the smaller size and \$ 65 @.@ 00 for the larger .

= = Conception = =

Katy Perry chose to release her own signature fragrance , Purr , to add a personal touch and compete with other celebrities ' perfumes ; she cited Beyoncé and Kim Kardashian as examples . Having teamed up with Gigantic Parfums , she was actively involved in the development of her fragrance . She mentioned in an interview that she created the product because she loves cats .

Katy (a self @-@ described " lyrical @-@ based person ") decided the name " Purr " seemed natural since it sounded like " perfume " , " perfect " and even " Perry " . Working with Firmenich fragrances , she wanted to make a scent that would have a strong effect on people and something that was not reminiscent of other perfumes she had smelt . Nordstrom National Beauty and Fragrance Director Cheri Botiz said that while the pop singer was working with perfumers on Purr , the aim was to " capture the distinctive notes of her favorite perfumes " .

= = = Packaging and scent = = =

Purr 's scent is fresh with a citrus twist which also features peach nectar and apple with green bamboo . It also includes a " delicate bouquet of jasmine blossom , pink freesia and Bulgarian rose , balanced by vanilla orchid , white amber , creamy sandalwood and musk . " The bottle is purple , shaped like a cat , decorated with jeweled eyes and features metallic details . Its design was hand @-@ sketched by Katy Perry herself , and was influenced by her Catwoman stage costume .

= = Release = =

Following the theme of the bottle 's design , Purr 's feline @-@ inspired print advertisements featured Perry posing provocatively in a purple and pink cat suit . While she was shooting the commercial advert for Purr , the television show Extra conducted a behind @-@ the @-@ scenes interview with Perry about the design of the bottle . Purr was launched in November 2010 in the United Kingdom , where it was available exclusively at London 's Selfridges store for one week , ahead of a national roll @-@ out beginning November 20 .

In the United States , the fragrance is available exclusively at Nordstrom stores . It is sold in 1 @.@ 7 and 3 @.@ 4 fluid ounce bottles at a reported retail price of \$ 35 @.@ 00 to \$ 45 @.@ 00 for the former and \$ 65 @.@ 00 for the larger . Purr is also available online through Nordstorm 's official website .

= = Reception = =

Monthly teen magazine Seventeen called Purr 's bottle design " cute " . Miriam Lacey of Popsugar 's spin @-@ off website BellaSugar gave the perfume a favorable review and said it smelt " like a fancier , less chemical @-@ laden version " of fruit @-@ scented body sprays . In her review , Lacey also called Purr an " upside @-@ down " fragrance , because unlike most perfumes which " open with their prettiest notes and then end with a relatively generic bottom accord " , Purr has a " really nice caramel and sweet patchouli dry down that fans of Angel will adore , but to get there , you have to sit through a bunch of fruity opening notes " . Lacey observed that its scent only lasted

about 2 hours ; she thought it would be better to spray it onto your hairbrush , " since the oils on your scalp will help it last longer " .