Dionne Warwick Reintroduces Fragrance For The Christmas Season

NEW YORK, NY, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Throughout six decades, Grammy winning/Rock & Roll Hall of Fame legend Dionne Warwick earned million-selling hit records, from “Walk On By” to “That’s What Friends Are For”, as well as a place in pop culture as a social media icon on Twitter/X, among the many accomplishments during her well-storied career.



Grammy winning/RRHOF inductee Dionne Warwick reintroducing her perfume for the upcoming holiday season

For the upcoming Christmas shopping season, Ms. Warwick is reintroducing her fragrance line, "Dionne", for the upcoming Christmas holiday season. Originally launched in 1986, "Dionne" is the result of Ms. Warwick’s goal to offer a fine and sophisticated fragrance. The perfume offers a mix of florals such as bergamot and vanilla.

With Ms. Warwick’s continued successes in music and pop culture, the reintroduction of the "Dionne" fragrance will be promoted heavily via social media, online advertising and potential “pop-up” opportunities at brick-and-mortar retail. This while engaging with and targeting a diverse, multi-generational demographic of luxury consumers.

“Outside of my music, I enjoy taking on entrepreneurial endeavors,” Ms. Warwick states. “The perfume is one that I’m happy to offer, years after it was first introduced. I hope buyers will love the fragrance as much as I loved creating it.”

For more information, go to www.dionnewarwickinternationalfanclub.com

Media inquiries are welcome. Contact Angelo Ellerbee at Double XXposure – angelo@dxxnyc.com, 201 224 6570

Angelo Ellerbee
Double XXposure Media Relations
+1 201-224-6570

angelo@dxxnyc.com
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/939770888

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.