

# Perfume and pearls are Tina's new arena

**EXCLUSIVE**  
**WENDY CACCETTA**

SINGER Tina Arena is branching out of music and into perfume and jewellery - with the help of a WA company.

Arena, currently touring Australia, is expected to launch her first perfume early next year.

She is also working on a pearl jewellery collection.

The Melbourne-based singer is collaborating with WA-based company Atlas Pearls and Perfumes, which has pearl farms in South-East Asia and produces essential oils in Tasmania.

"It's a very interesting relationship," she said. "I've been in the music industry for nearly 40 years and I've never lent my name to any products or brand."

Arena even visited an Atlas pearl farm off Bali to satisfy herself she was happy with the working conditions.

"It's done in beauty, generosity and peace," she said.

"To see these people go to work with the biggest smiles on their faces ... That sealed it for me."

Atlas chairman Stephen Birkbeck said he admired Arena's artistic integrity and taste.

He said the collaboration wasn't just about sales.

"I said to Tina ... 'If this is about money for you then the discussion's over'," he said.

"And she's so quick with the wit and she said, 'But Beck if this was about the money we wouldn't even be having a discussion'."

Mr Birkbeck said they were likely to launch the perfume in Paris in February, followed by a launch in Australia.

"The principle of taking this into a \$200 million turnover international brand, that's great," he said.

"But what we are doing is much more than that. We're building

intergenerationally a legacy for our families."

music industry for nearly



**STM**

The singer, the WA cattle farmer and the French cosmetics heir

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