

## Enrique Iglesias is a Womaniser

Mention the word 'womaniser' and the name Enrique Iglesias in the same sentence, and people are likely to agree, given the string of beauties he has been linked with. This time however he has been tagged with the term to promote a new take on an old fragrance. The scent the singer is fronting is Pour Homme by Azzaro which has been around since 1978.

A visual from the new ad campaign shows Iglesias being embraced by a woman with the scent displayed in color in contrast to the black and white photo. A statement on the Latin crooner's website regarding the campaign read, "It takes a certain kind of man to personify the distinctive style of this iconic fragrance - the eternal charmer, a man who loves and respects women&hellip;&rdquo;