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## **Power Couple Ciara and Russell Wilson Signs with The PCA Group for Worldwide Distribution of New Fragrance Line**

**New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution - signed with the celebrity couple NFL quarterback Russell Wilson and singer, songwriter Ciara for worldwide distribution of their new *Fragrance Duo* line.**

“The PCA Group is looking forward to working with Russell and Ciara for distribution of their fragrance line,” said The PCA Group President Piyush Golia. “Their idea is new and something we don’t see a lot of. Using nothing but clean solar powered energy and the latest technology, we have the resources necessary to conduct worldwide distribution in an efficient manner.”

These fragrances are held within two entwined, magnetic bottles when purchased as a set, but can be sold individually. With fragrances for both men and women, Russell and Ciara Wilson have created a product for couples looking to add dimension to their relationship with fragrances that add balance, but are intensely irresistible.

“We wanted to create a fragrance that compliments the other, like we do each other. We were able to capture that,” the couple explained.

Multiple channels are already distributing the product such as online or at high end department stores like Nordstrom and Macy’s.

“We wanted to work with a distribution company with a good reputation and could provide what we needed with no hesitation,” said Russell & Ciara. “The fact that The PCA Group has so much experience with top designers and celebrity brands alike brought us peace of mind that we were making the right decision.”

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it has exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit [www.thepcacompanies.com](http://www.thepcacompanies.com).  
For more information on Russell and Ciara, visit <https://randcfragrance.com>.

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