

Bolshoi Ballet Academy Press

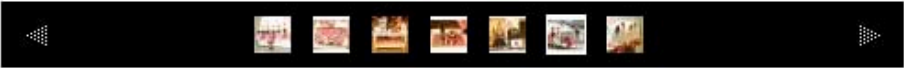
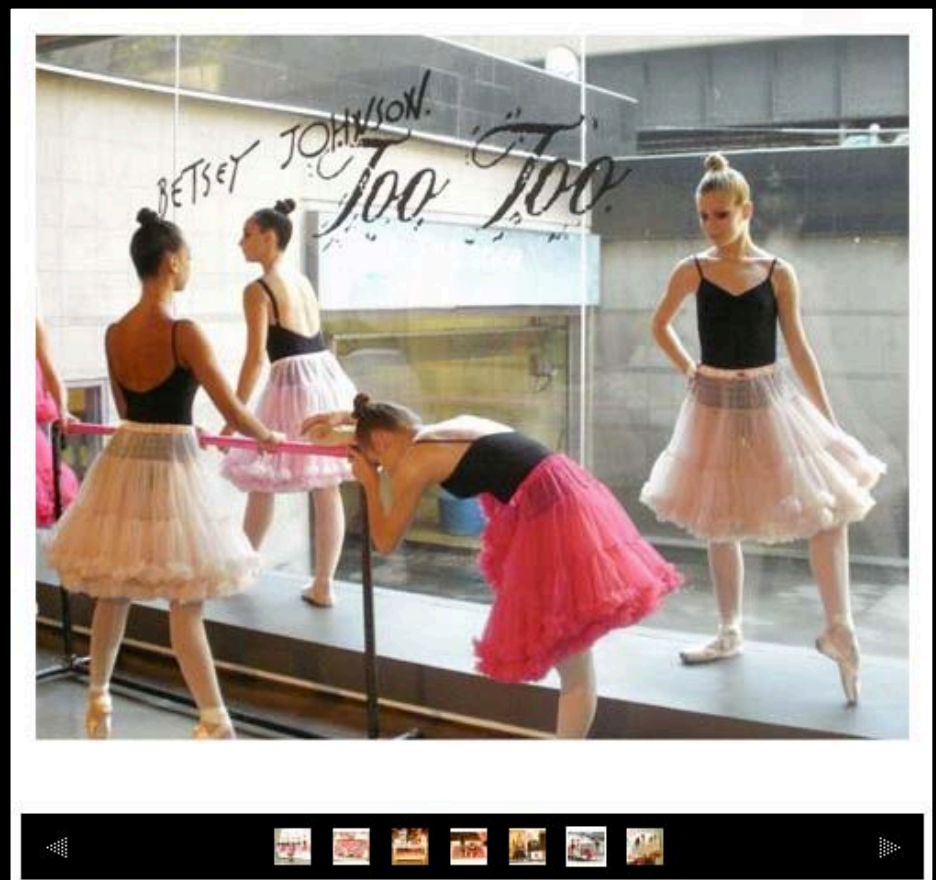
Betsey Johnson Too Too Fragrance Launch August 9, 2011



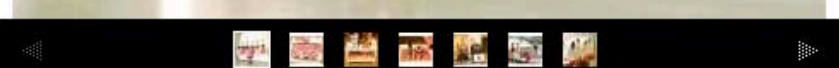
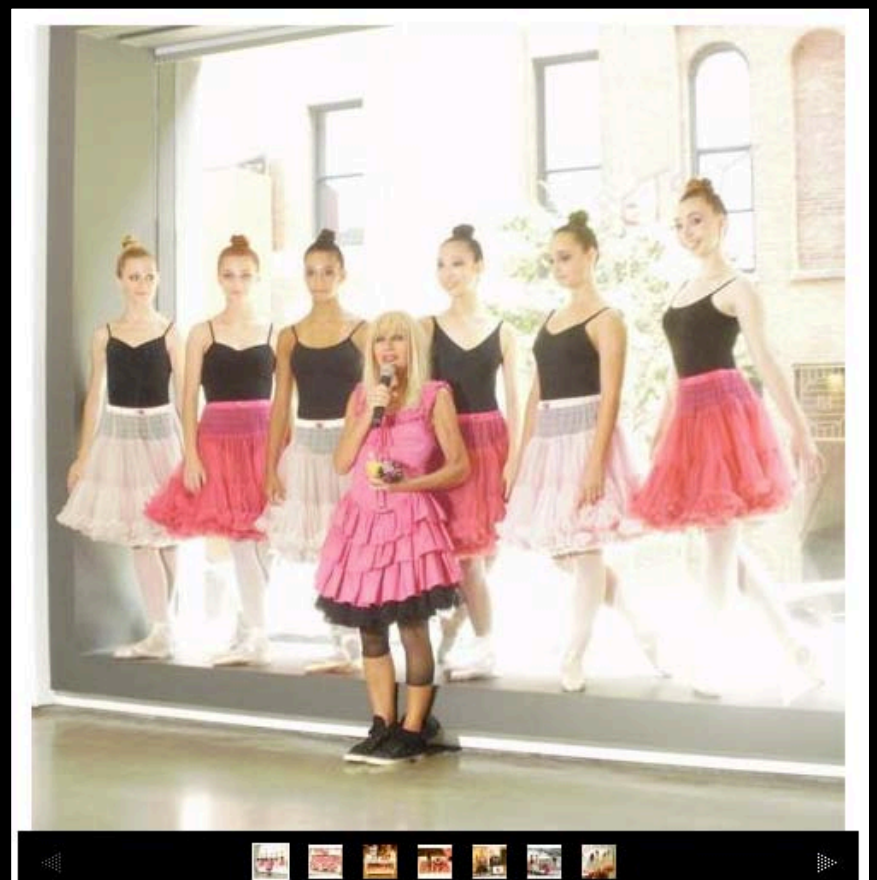
Time Out New York – Aug 9, 2011



Friends, fans and industry insiders got up early this morning to celebrate the launch of Too Too, [Betsey Johnson's](#) second women's fragrance—not to mention the designer's 69th birthday—at [Milk Studios](#) in the Meatpacking District. Thankfully, chilled mimosas and iced coffee were on hand, as well as pastries and hot-pink cupcakes adorned with the Betsey Johnson logo from the [Little Cupcake Bakeshop](#). The ballet-themed event featured dancers from the [Bolshoi Ballet Academy](#) and performances by the [Stephen Petronio Company](#). It girls [Becka Diamond](#) and Chelsea Leyland spun beats like "Girls Just Want to Have Fun," as Betsey chatted about her excitement over the girly new scent. With fruity and floral notes and a crazy-cute ballerina-inspired bottle, the fragrance (bottle \$42-\$82, rollerball \$18) is sure to be a hit when it launches at Sephora in early October. Can't wait two months to get a whiff? Find your new favorite fragrance by perusing our roundup of [local perfume lines](#).



Members of the Bolshoi Ballet Academy strike a pose



Betsey Johnson with members of the Bolshoi Ballet Academy



know! Guests at the event, which doubled as an early birthday celebration, munched on delicious treats from the Little Cupcake Bakeshop and sang Betsey "Happy Birthday". So sweet!

"Too Too" will be available exclusively at [Sephora](#) stores in October, followed by department stores and specialty boutiques in April 2012. We can't wait!

This might be the absolute cutest [perfume](#) bottle we have ever seen in our entire lives! [Betsey Johnson's](#) new fragrance, "Too Too", includes notes of mandarins, passion fruit, strawberry, sandalwood, and vanilla, making it a super feminine scent!

[Betsey](#) celebrated the revealing of her newest creation with an all-out dance bash at MILK Studios. The event included a special [dance](#) performance from the Stephen Petronio Company, and featured dancers from the [Bolshoi Ballet Academy](#). Everyone looked so fantastic in their pink and black ensembles (which match perfectly with the "Too Too" bottle). Check out Betsey posing in a split! Not too shabby for someone who just turned 69 - she's still one of the most fabulous ladies we



Last Night's Parties: Betsey Johnson Launches Fragrance, Gloria Steinem Previews New Doc

By Mara Slegler | Aug 10, 2011 10:52 am | Party Crasher



Bestey Johnson partied with ballerinas at Milk Studios; Gloria Steinem previewed her new HBO documentary; Priority Jet held a swank party at the Volstead; and Arena opened for one more night. Last night's parties were back in business!

BETSEY JOHNSON Beauty Brunch Launching "Too Too" The Fragrance

Where: [Milk Studios](#)

Who Was There: [Becka Diamond](#), [Chelsea Leyland](#), [Stephen Petronio](#), [Betsey Johnson](#)

Other Details: The always wacky and ever-fabulous Betsey Johnson held a "Girls Just Want to Have Fun Beauty Brunch" to preview her new fragrance Too Too. Dancers from the Stephen Petronio Company performed as and ballerinas from the [Bolshoi Ballet Academy](#) struck poses. Providing the music were DJs Becka Diamond and Chelsea Leyland.

The Fashion Wire - Aug 12, 2011

THE FASHION WIRE



Betsey Johnson celebrates her new [fragrance](#), Too Too, with dancers from the [Bolshoi Ballet Academy](#). Courtesy of FactoryPR



Performance by the [Bolshoi Ballet Academy](#)

To celebrate the introduction of Too Too the designer hosted a delicious brunch at [MILK Studios](#) complete with pink iced cupcakes. The real treat was singing Happy Birthday to the ridiculously fit and stunning Betsey Johnson. She then promptly upstaged performances by [Stephen Petronio Company](#) and dancers from the [Bolshoi Ballet Academy](#) when she jumped into the air and did the splits. We should all be that flexible on our 69th birthday!



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Betsey Johnson Unveils New Too Too Fragrance

How does Betsey Johnson celebrate her 69th birthday? The cartwheel-turning, hot pink lipstick-wearing designer, best known for her over-the-top party dresses, unveiled a new fragrance, called Too Too. While dancing to DJ sets by Becca Diamond and Chelsea Leyland and indulging in mimosas and cupcakes at the launch event, guests got a whiff of the fruity-floral scent. The perfume is a blend of sweet passion fruit, mandarin, ginger, strawberry leaves, jasmine, patchouli and sandalwood. But there are three aromatic standouts for Johnson.

[Read More On Stylelist.com](#)

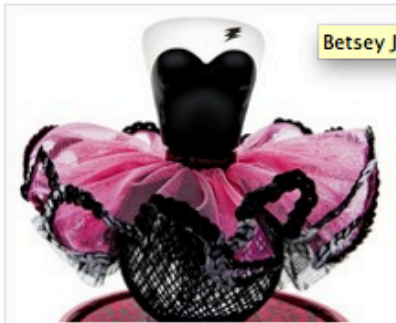
Betsey Johnson with dancers from the [Bolshoi Ballet Academy](#). Courtesy of FactoryPR

Fashion icon Betsey Johnson launches new Too Too fragrance at Milk Studios in NY



Bevs Lim Lee, NY Fashion Trends Examiner
August 10, 2011 - Like this? [Subscribe to get instant updates.](#)

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Betsey Johnson launched Too Too at Milk Studios in NY

Credits: Betsey Johnson



The fabulous and beautiful fashion icon, **Betsey Johnson** who is forever so famous for her feminine and whimsical

designs, previewed her **new fragrance, Too Too**, at Milk Studios yesterday. It was a very special event, not only to celebrate the fragrance launch, but also to celebrate Betsey's 69th birthday! Betsey Johnson is indeed a global role model for women all over the world, because she's talented, young at heart, positive, sweet, creative and incredibly fit like a young ballerina. As you can see from the photos in this slide show, Betsey Johnson looks youthful, beautiful, is in outstanding shape and there's no computer imaging here - it's all real and it's all Betsey Johnson!

It was quite an unforgettable event! There were pinkalicious Betsey Johnson cupcakes, yummy cocktails, a special dance performance from the **Stephen Petronio Company**, **DJ sets from "it" girls Becca Diamond and Chelsea Leyland**, and dancers from the **Bolshoi Ballet Academy**, presented by the **Russian American Foundation**.