

## What does Alexandra Burke winner of The X Factor smell like?

Submitted by: Three's A Crowd

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Alexandra Burke must be shouting Hallelujah as she is being showered with gifts from luxury brands wanting to congratulate her and introduce themselves to the new star.

Since her win Alexandra is now deservedly able to wear the scent of 'X', which is produced by Clive Christian, makers of the World's most expensive perfume.

It is fitting that Alexandra was bestowed with 'X' perfume for her inspirational performance, especially as the Clive Christian perfume house is currently immersed in music with its Sound of Perfume project ([www.thesoundofperfume.com](http://www.thesoundofperfume.com)).

The perfume was presented to Alexandra as part of a pre-store opening and VIP meet and greet from Mohamed al-Fayed at Harrods.

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