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# Justin Timberlake's Smelly Feet Sell Cologne

by [celebuzz](#) on Jun. 25, 2008 12:51 PM / [7 Comments](#)



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Although his ads aren't [baring nearly as much skin](#) as those of fellow metrosexual poster boy **David Beckham**, **Justin Timberlake** still brings the sexy to the advertising campaign for the latest Givenchy fragrance, Play.

Taking the spirit of the cologne's name to heart, Justin showed up at a launch event in Paris looking as if he'd been "playing" in mud puddles when he paired a suit and tie with his favorite dust-covered boots.

Hold your nose and hope he's not trying to bring hobo-chic back.

Conveying a pleasant smell is best done in shoes that don't look like they've been worn by a [shower-averse hitchhiker](#) traveling across Europe all summer long.

Quotables /

["Justin Timberlake assumes his role as the new face of Givenchy "Play" at the presentation of the brand's new fragrance at Mini Palais on the Champs Elysees, Paris on Wednesday."](#)



[Just Jared](#)

["This is the second time pop star Justin Timberlake has been snapped wearing these scruffy worker boots. The last time he wore his dusty friends was on the red carpet for The Love Guru premiere - they stood out then and they stand out now."](#)



[Splash News Online](#)

["In the three ads, the 27-year-old Sexyback singer is featured in black-and-white ads listening to headphones/earphones in a music studio, on a balcony, and in a private jet."](#)



[Just Jared](#)

["When you're sweating your ass off on stage, a man can get rather stanky."](#)

[Enter Givenchy men's fragrance.](#)

[Just what the doctor ordered! Especially if you're singer-actor-sweaty-dancer Justin Timberlake.](#)

[He arrived at the Petit Palais in Paris on Tuesday for the launch party for the new fragrance 'Play!' As the face of Givenchy's whole men's smell-like-an-awesome-rich-dude line, JT can probably afford to bathe in that sh\\*t daily."](#)



["Here's Justin Timberlake attending the party for the release of Givenchy's new "Play" fragrance in gay Paree. He's the new spokesgirl for them, and is featured in some slick ads.](#)

[Advertising totally works because I'm a dumb, easily impressed upon bitch and the hot pic of him reclining in his private jet makes me want to splash myself in that fragrance so I can have that life. Which I'm sure will happen. It's like magic.](#)

[What's not magic is JT rolling up on a swanky party in Paris with dirty boots on. Ugh, that's not cool. You don't show up looking like you were just shoveling shit out in the stable. You know some Yves St. Laurent looking fool was like "C'est magnifique! He has brought dirt into the mainstream! Sublime!"](#)

[I think someone's rich and lazy. Get some wet naps and wipe those things. Ugh."](#)



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The usually dapper pop star showed up at a swank event in some dirt-covered shoes. Is he cool enough to pull it off?

Posted 1 yr 9 mos ago / 79 responses

- No. He looks like an idiot. The dolt could have at least wiped off the dirt.
- Yes! Justin can wear anything and look amazing. He doesn't want to conform.

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