

Jordan plans on adding a little glamour to credit cards

Katie Price, the alter-ego of successful glamour model Jordan, is already a household name on the UK side of the Atlantic. She's given her name to a multitude of products over the years, including lingerie, jewellery, hair care products and novels, and built an impressive brand profile for herself along the way. However, not content with her lot, it seems that she's hoping to move into the financial sector by producing a Katie Price branded credit card.

Once upon a time, credit cards weren't much to look at. Their plain and unassuming designs did little more than impart the necessary information and advertise the bank with which they were affiliated. These days however, credit cards can be pretty snazzy and consumers have the opportunity to choose anything from charity branded cards to cards printed with their own personal photos.

But now it looks as though UK credit card users might have the chance to own a card unlike any other and flash their cash with a Katie Price branded card.

While celebrity branded credit cards appeared in the United States four years ago, spearheaded by influential figures such as Donald Trump and Russell Simmons, and have been popping up around Europe in recent years, Jordan will be the first Briton to follow suit.

Unsurprisingly, Jordan revealed in a recent interview with 'The Times' newspaper that she would like a 'pink and girlie' card, designed to appeal to young women. You only have to look at pictures from her frothy wedding to Australian singer Peter Andre to get an idea of how fond she is of the colour pink.

A spokeswoman for the model indicated that it will be a Katie Price branded credit card and that it will be a project that Katie is involved with rather than one she is simply endorsing. It was also announced that they are currently in talks with financial companies, suggesting that the proposed card isn't backed by any particular financial institution at the moment.

While it might prove tempting to rush out and grab the forthcoming shiny pink card - and a little of Jordan's quite considerable glamour - you wouldn't want to choose a card based solely on its looks. It's always sensible to [compare credit cards](#) and get a handle on how well they'll suit your needs before making a decision - no matter how perfectly they might coordinate with the colour of your purse.

Katie Price has also applied to have an official Jordan logo registered by the UK Intellectual Property Office - an image comprised of her naked silhouette. While it appears that this may be for another range of products she has in the pipeline, her image on the credit card may well appeal to elements of the male sector of the credit card market too!

About the Author

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