

# Why Celebrities Fall In and Out of Love So Quickly



By [Whitney Baker](#)

In recent years, the divorce rate in America has hovered around 50 percent, and in Hollywood, this statistic appears to be closer to 70 percent.

For some celebrity couples, rushing into a serious relationship or even marriage is no big deal; they can always break up or file for an annulment or divorce, knowing that their family, friends and fans will stand behind them. They are not held accountable by their vows, viewing any “easy way out” as an acceptable solution.

But why do so many Tinseltown twosomes approach romance with such a wavering attitude, in such fleeting terms? Here are just a few reasons why some celebrity relationships change with the seasons:

**1. Publicity:** They say that all you need is love, but in the case of some celebrity relationships, all they want is publicity. And some celebrity couples continue to demand attention even *after* the break-up. Take Jon and Kate Gosselin, for example. The *Jon & Kate Plus 8* stars are still garnering media attention for their failed marriage and exceptionally large family.

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**2. Rushing things:** Many celebrity couples mistake lust for love and rush into something too serious when they're still in the "get to know you" phase of their relationships. Beyond their own feelings, there may be outside pressure from family, friends and perhaps the media. For instance, Kim Kardashian's whirlwind romance with Kris Humphries lasted only 11 months, but included a made-for-television proposal, wedding and divorce. As this relationship's quick demise proved, infatuation can easily outweigh true love, but it doesn't last nearly as long.

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**3. Time apart:** Relationships require both time and effort to flourish. For celebrities, time together isn't always possible. Their busy schedules often keep them apart; such was the case with Katy Perry and Russell Brand. After only 14 months of marriage and a Christmas spent 7,000 miles apart, Brand filed for divorce. As celebrities focus on their individual careers, they fail to make the proper commitment to build a lasting and meaningful relationship.

**4. Just because they can:** Among some celebrities (such as Britney Spears in her younger years and Brandi Glanville of *The Real Housewives of Beverly Hills* fame), there's a sense that they can do anything they want. Spears married childhood friend Jason Alexander in a Las Vegas ceremony, only to have it annulled a mere 55 hours later. Glanville – a divorced

mother of two – rushed into Las Vegas nuptials with a close friend on New Year’s Eve. Calling it a “[drunken BFF thing](#),” she later admitted that they were just having fun.

**5. Constant media attention:** Sure, some celebrities fall in and out of love for publicity’s sake, but on the opposite note, too much media hype can also lead to heartbreak. Back in 2003, Nick Lachey and Jessica Simpson seemed to be living a fairytale romance until MTV cameras invaded their home for the reality hit *Newlyweds: Nick and Jessica*. Similarly, Taylor Swift and Jake Gyllenhaal dated for only two months at the end of 2011 and sources blame the short-lived romance on aggressive media coverage.

**Why do you think some celebrity romances don’t last? Share your comments below.**