



Smashbox's Aruba mega-launch involved a multi-media blitz combining celebrity makeovers in Dufry's Main Street store, photo shoots, press conferences, contests, banner-bedecked buses and online voting – all the hot buttons to make an impact today.

Smashbox brings Hollywood glamour to Dufry Aruba

During November, California-based Smashbox Cosmetics, and its area distributor Philippe Gerard Enterprises (PGE) conducted a month-long mega-launch in cooperation with Dufry in Aruba that brought all the excitement and glamour of the brand's Hollywood heritage to shoppers and media throughout the island.

Taking advantage of Smashbox's connection to the famed Hollywood photo studio, the launch featured a "WOW-contest" at Dufry Aruba's Main Street store, which involved makeovers of local celebrities by international Smashbox makeup artist Angelrafael Gonzales and local makeup artist Sheila Wolff who then participated in an island-wide contest that generated publicity for the brand and the store throughout the campaign.

The makeovers were followed by a "Before & After" photo shooting contest of the participants. The event, which kicked off with a high profile press conference at the end of October, was inspired by the slogan make-up brand for stars.

Two photo shoots took place for some 20 well-known island personalities, after which finalists were decided by a public vote. The winner was announced at a gala party on Nov. 20.

The island was saturated with media coverage throughout the promotion, including a Smashbox adorned bus, tv and radio coverage and posters and mailings of the contestants' before-and-after photos. Consumers voted for their favorite pictures online at Dufry Aruba's Facebook page.

The winner voted the best celebrity picture received \$1,000 for the charity of her choice, donated by Smashbox.

"This was a great event for Smashbox, and a great partnership with PGE and Dufry. The response was phenomenal and we are now talking to Dufry about expanding the program to other locations," commented Marie-Clothilde Brulé, Smashbox Vice President / Managing Director Asia Pacific - Middle East & Africa and Global Travel Retail.



PGE area manager Yvonne De Ridder, left, with Beauty Advisors at Dufry Aruba

