



Paris Hilton look-alikes animate Aruba launch

Distributor Philippe Gerard, fragrance company Parlux and Caribbean retailer Dufry partnered to build a one-of-a-kind launch event for the Paris Hilton fragrance in Aruba.

"We worked on this project for three months with one idea in mind: how to link the local community to such a huge American icon with such a big international recognition," said Jean-Francois Picot, PGE vice president.

The three companies organized a Paris Hilton "look alike" contest for Aruban girls, involving a local model agency who agreed to give a one year contract to the winner.

The jury was composed of a former Miss Aruba who now hosts a TV show, two local journalists, the owner of the model agency, Milly Laclé and Picot.

One week prior to the event, an advertising campaign calling for the next Paris Hilton was launched in local newspapers and the turnout was a huge success.

"There was hardly any Paris Hilton fragrance left on the island as a result of this event," said Picot.

Dufry Aruba's Main Street perfume store has also set up a very successful series of monthly press and customer programs called Hot Picks at Dufry.

"The program has resulted in tremendous magazine and television coverage and interest from our customers," says Richard Laclé, director general of Dufry Aruba.

Smashbox: White Nights; Winter Whites

California makeup brand Smashbox Cosmetics is going white for the winter. Its Winter Whites 2005 color collection sets the stage for its White Night holiday sets, named after the hottest, classic LA clubs. The sets include the Avalon Lid Shimmer Duo, The Roxy Limited Edition Deluxe Brush Roll, the Derby Cream Eye Liner Set, the Spider Club Color Palette and Brush Collection and Troubadour Fairy Lip Gloss Collection, each presented in a creamy white leatherette case. Available Oct. 15.

Smashbox is currently available in some 15 duty free doors, including T4 at New York JFK airport, with Dufry at La Isla in Cancun, and at Sanford International Airport in Orlando. The company plans to open new outlets inflight and at New Castle and Birmingham airports (UK), the LoWu border crossing between Hong Kong and China, Duty Free Philippines, and South Pacific Duty Free (Hawaii), says the company.

German electronics company Braun continues to celebrate 50 years of its modern, functional Braun design 1955-2005—with the introduction in Cannes of two new shavers and an addition to the line of highly-engineered quartz clocks which have been rolling out over the past months.

Braun is introducing the **360° Complete** (shown at right), its new top of the range shaver, and the new **SyncroPro** Shaver, which features an oscillating Active Head.

Also new in Cannes will be Braun's precise new quartz travel clock AB 320, featuring a new design. Braun introduced a series of new clocks into duty free this year, which have been listed in



several airport stores and inflight since then, reports duty free agent Klaus Mellin.

These include the AB 4A and AB 5A alarm clocks, the AB 25 with snooze and light features, the deluxe alarm clock AB 65 quadrano in exclusive square-round design and Braun AW 200 radio-controlled wrist watch with practical selection of world time zones.

Parbel launch of V&R begins in September

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Travel Retail Launch

In Phase 1 of the travel retail campaign, *Flowerbomb* will be launched in North America in JFK T3 and T7 with DFA, in JFK T1 with International Shoppes and in Toronto Store 7 with Nuance. Phase 2 will take place in Mexico City Airport in Aeroboutiques Store 2 in November 2005. Phase 3 of the launch will be in Latin America, at a date still to be confirmed.

The range will include 50ml and 100ml EDP, with a suggested US Duty Free price of \$81 and \$128 respectively.

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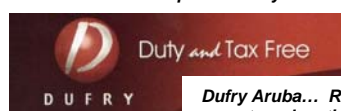
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Chanel celebrates the colors of the cities of the world,

with the latest additions to its long-lasting, moisturizing Rouge Hydrabase lipsticks: New York Red, Barcelona Red*, Paris Pink, English Rose*, Toscane Bronze, Venice Violine, Miami Peach* and Sahara Beige.* (*with matching nail color).

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Left: The Roxy Deluxe Brush Roll. Above: Smashbox Winter White Color Collection.



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