

the fashion & fragrance connection

Prepared For: Fashion News Workshop
April 19, 2007



agenda

- objective
- fabric connection
- color connection
- designer connection
- flavor connection



objective

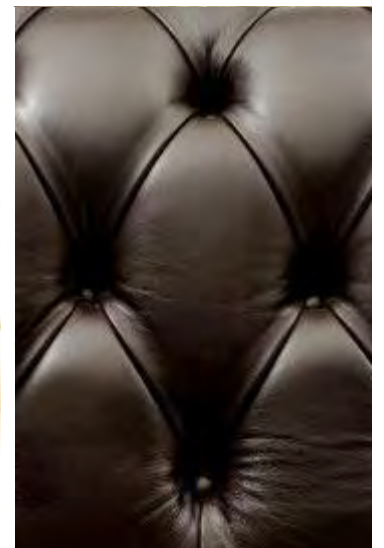
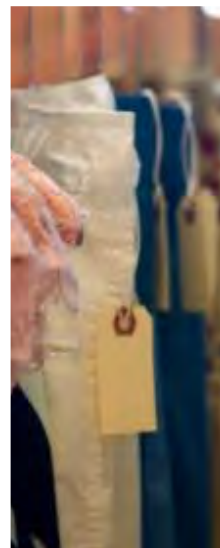
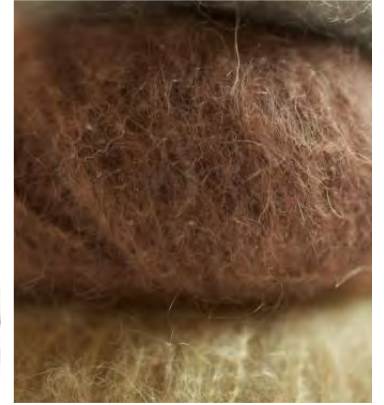
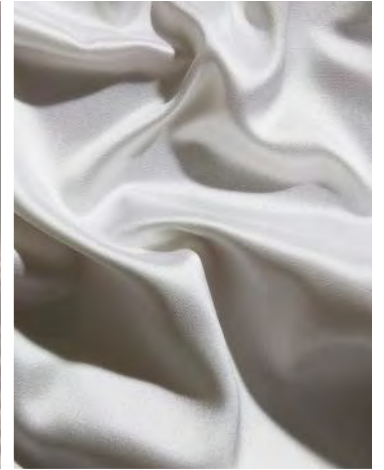
- interactive presentation to exemplify the link between fashion and fragrance



connections

- what do fashion & fragrance have in common?
 - **concept**
 - **color**
 - **texture**
 - **seasonal**
 - **individual**





fabric connection

- the classics
 - cotton
 - linen
 - silk
 - cashmere
 - velvet
 - leather
- what's new?
 - technology
 - treatment
 - sourcing



fabric connection

- comfort me – cotton & linen
 - **cotton**
 - clean, soft, “out-of-the-dryer,” laundry
 - **linen**
 - airy, fresh, outdoor, aldehydic



Clean Cotton



Summer Linen



Clean Linen



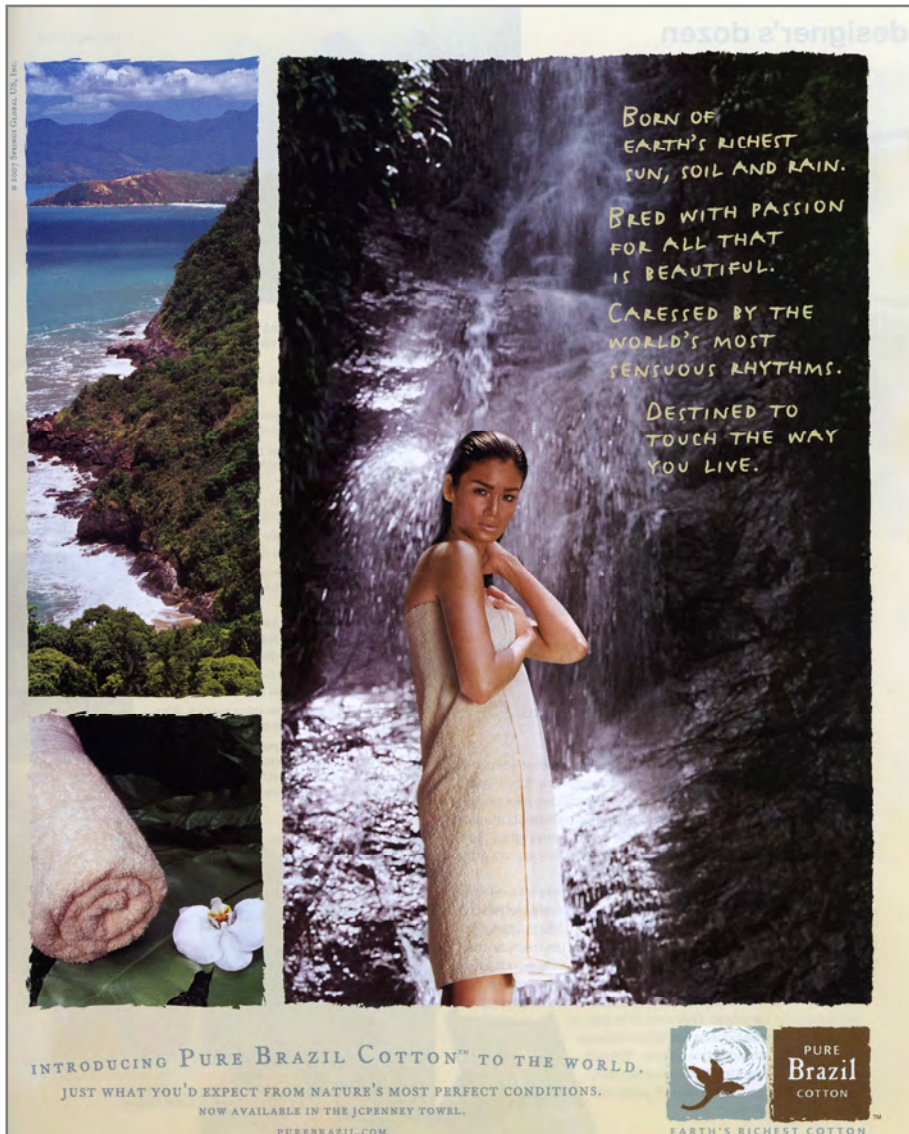
Crisp Linen



Crisp Cotton



brazilian cotton



sparkling
aldehydic
nuances

tropical fruit
cocktail

clean musk



fabric connection

- touch me - silk
 - silk
 - luxurious, feminine, floral, fruity



Pure White Silk



Radiant Apricot
with Silk



Caress Daily Silk
White Peach & Silk Blossom



Silk Milk



Honeyed Pear & Silk
Shampoo



fabric connection

- wrap me - cashmere
 - **cashmere**
 - fuzzy, warm, woody, sensual



Cashmere Mist



Cashmere Luxury
White Orchid Milk &
Warm Vanilla Essence



Pure Cashmere
enriched with
Cashmere extract



Mirror shine,
Cashmere touch



Smooth
Cashmere



patent leather



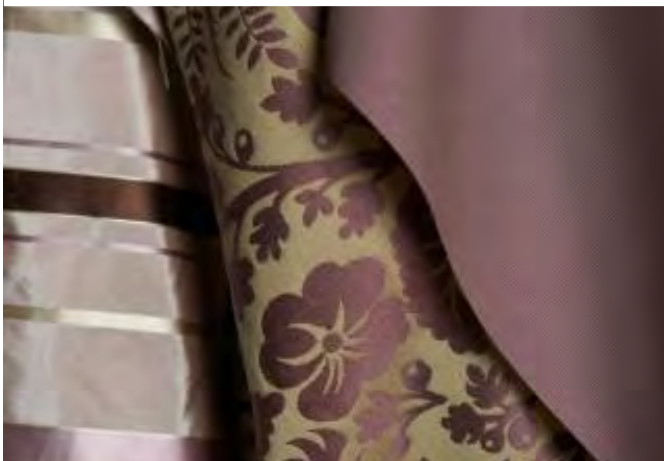
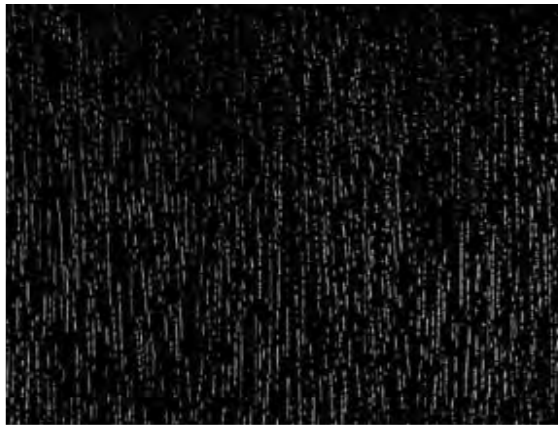
animalic
accord,
hint of anise

sensual
venetian
leather

warm amber



color connection



color connection

- what's hot?
 - **black**
always in, gets reinvented
 - **metallic**
gold is in vogue



color connection

- black out - men's fragrance
 - **black**
 - names, packaging, dark scents



Polo Black



Polo Double Black



Black



Robert Cavalli Black



Kiton Black



Black XS



color connection

- black beauty
 - **black**
 - names, packaging, ingredients



Black Orchid



Bulgari Black



Elton John #4



Active Charcoal



Armani Crema Nera



Renova



color connection

- gold mine
 - gold
 - names, packaging, concept



Donna Karan Gold



Valentino Gold



Guess Gold



La Prairie
Cellular Radiance



Dolce & Gabbana Gold
Concept Bistro & Restaurant



GoldBar NYC



color connection

- what's next?
 - **red**
 - Gap, AHA Go Red for Women, Macy's
 - **green**
 - organic & natural
 - **metallic**
 - silver, platinum, white gold



liquid silver

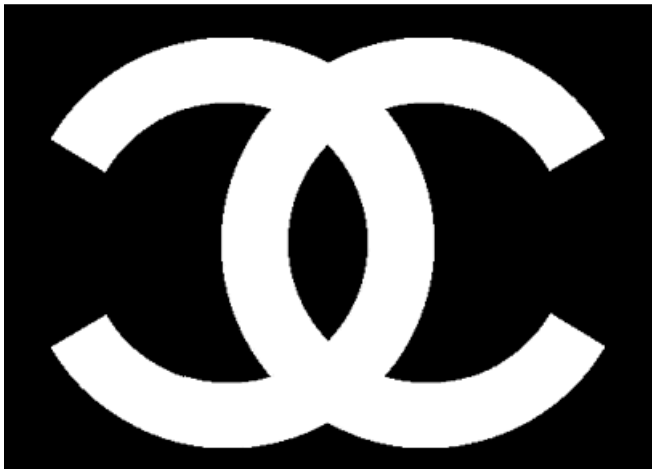


cool ozone

sterling silver
rose, chinese
peony

crisp musk





designer connection

- fashion designers
 - fragrance
 - classics and new players



Chanel



Yves Saint Laurent



Giorgio Armani



Betsey Johnson



Michael Kors



Vera Wang



designer connection

- designers move home
 - **candles**
 - fashion, shoes, interior design



Oscar de la Renta



Manolo Blahnik



Jonathan Adler

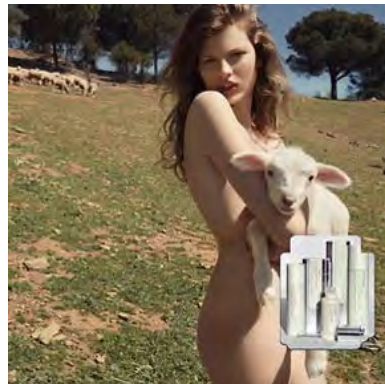


designer connection

- outside of fashion
 - fragrance, skincare, food



Coach



Care by Stella McCartney



Norma Kamali Wellness Cafe





flavor connection

- food for thought
 - alcohol, ready to drink, confections
 - fabric, color, sourcing



SV Supreme Vodka



Hempmilk



Brazilian Acai Berry Sorbet



Coca Cola
Blak



Trump Super
Premium Vodka



Silver White & Pearl
Essence Pigments



Courvoisier Cognac
L'edition Imperiale





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