

COTY

COTY PRESTIGE ANNOUNCES A NEW CAMPAIGN FOR ITS ICONIC FRAGRANCE, CHLOÉ EAU DE PARFUM

THE FINISH MODEL SUVI KOPONEN IS THE NEW FACE OF THE CHLOÉ FRAGRANCE



Paris, October 31st, 2012 - Coty Prestige, a division of Coty Inc., reveals today a new advertising campaign for the Chloé fragrance launched in 2008. At the heart of the perfume, created by Michel Almairac (Robertet), a modern and sparkling reinterpretation of the rose. An immediate global success for this fragrance, now ranked amongst worldwide best-sellers.

To celebrate five years of continuous success, Fabien Baron has shot a new advertising illustrating Chloé's grace and intuitive femininity. In the black and white portrait, Suvi Koponen's natural beauty captivates, while her smile and spontaneity illuminate the TV spot.

Suvi Koponen's breakout in the fashion industry occurred in 2005 after she won Finland's Next Top Model TV show contest. She is now one of the most coveted top models worldwide. Her rangy silhouette, her freshness and solar energy seduce spontaneously. Simply elegant, she perfectly embodies Chloé's femininity.

« Chloé has always been a fashion house imagined by women for women », declares Suvi Koponen. « It is a real joy for me to embody their iconic fragrance today ».

«There is a real continuity between Chloé fashion and the fragrances we develop. Chloé has known a worldwide success since its launch in 2008. It seemed totally coherent to us to link even more the fashion and fragrance universes by choosing Suvi, Chloé's face for the autumn/winter 2012-2013 fashion campaign. She is fresh, elegant and feminine. She perfectly incarnates the Chloé woman», says Françoise Mariez, Senior Vice President International European Marketing Licenses, Coty Prestige.

The campaign will start in November 2012.



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About Coty Inc.

Coty was created in Paris in 1904 by François Coty, who is credited with founding the modern fragrance industry.

Today Coty Inc. is a recognized leader in global beauty with annual net sales of over \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 135 markets worldwide.

The Coty Prestige brand portfolio is distributed in prestige and ultra-prestige stores and includes Balenciaga, Bottega Veneta, Calvin Klein, Cerruti, Chloé, Chopard, Davidoff, Jennifer Lopez, Jil Sander, JOOP!, Karl Lagerfeld, Kenneth Cole, Gwen Stefani, Lancaster, Marc Jacobs, Nikos, philosophy, Roberto Cavalli, Sarah Jessica Parker, Truth or Dare by Madonna, Vera Wang, Vivienne Westwood and Wolfgang Joop.

The Coty Beauty brand portfolio is more widely distributed and includes Adidas, ASTOR, Baby Phat, Beyoncé Knowles, Celine Dion, Chupa Chups, David and Victoria Beckham, Elite Models, Esprit, Exclamation, Faith Hill, GUESS?, Halle Berry, Heidi Klum, Jovan, Kate Moss, Kylie Minogue, Lady Gaga, Manhattan, Manhattan Clearface, Miss Sporty, Nautica, N.Y.C. New York Color, Nicole by OPI, OPI, Pierre Cardin¹, Playboy, Rimmel, Sally Hansen, Stetson, Tim McGraw, TJoy and Tonino Lamborghini.

Coty and Puig S.L. have a strategic partnership for the distribution of the perfume lines of Antonio Banderas, Carolina Herrera, Nina Ricci, Paco Rabanne, Prada, Shakira and Valentino in the United States and Canada.

For additional information about Coty Inc., please visit www.coty.com.

1. Not available in North America

Lisätiedot ja kuvapyynnöt:

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