



Press Release

MEDIA CONSULTA communicates launch of feminine Galliano fragrance

PR campaigns for the rollout of international perfumes in Germany

Berlin, April 30th, 2010. "Charming, romantic, bright and out-and-out Galliano" – that's how the British fashion designer John Galliano describes his new self-named Eau de Toilette (EDT) which has been available in Germany since April 2010. On behalf of ars Parfum Creation and Consulting GmbH, MEDIA CONSULTA (MC) is responsible for the press relations work accompanying the launch of the fragrance on the German market. This summer, perfumes by Italian brands will follow.

Galliano was awarded "British designer of the year" several times and is famous for his extravagant robes and his gorgeous dresses. The Briton manages his own fashion label and additionally works as Chief Designer for fashion house Christian Dior. In the past he acted as Creative Director for French fashion label Givenchy.

In his feminine fragrance, Galliano combines light violet and rose aromas with sensual and tempting notes from musk, orris root and cedar wood – for this reason the EDT appears modern and at the same time elegant. Various lifestyle media like fashion and celebrity magazine GALA as well as new magazine GRAZIA reported on the launch and presented the new fragrance. MC supports its client ars Parfum with comprehensive strategic consulting for the rollout and is responsible for the accompanying press relations work, including the drafting of press releases, corresponding with journalists, and carrying out sweepstake promotions.

The German market launch of new fragrances by Italian companies Benetton and Ferrari is planned for June 2010. MC will support the international perfume brands with various PR measures in Germany. The aim is to increase the publicity of these labels and thereby boost their sales.



Especially trend-savvy women of all ages should be adverted to the new fragrances.

MEDIA CONSULTA has been working with ars Parfum Creation and Consulting GmbH since the beginning of 2009. The agency placed numerous articles publicising the launch of Ferrari UOMO and I COLONIALI in all the leading lifestyle and beauty magazines including Vogue, Gala, Brigitte and Freundin, and is continuing press work for I COLONIALI this year. Due to this successful collaboration, MC was entrusted, as of early 2010, with the conception and implementation of PR campaigns for the launch of the international fragrances.

Footage:

Modern yet elegant – the new Eau de Toilette, John Galliano.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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