

Rives de la Beauté

“Paris in the eye of the beholder”

September 16th till 20th 2009

Paris, 16 July 2009

PRESSRELEASE

With the participation of selective distribution and both perfume and beauty brands such as Sephora, Kenzo Parfums, Thierry Mugler Parfums, L'Artisan Parfumeur, Sothys, Diptyque, Etat Libre d'Orange... to quote just a few of them, without naming the numerous artistic and creative talents that will participate (photographers, designers, perfumers, make-up artists...) the inauguration session of the Paris' "Rives de la Beauté" event proudly confirms its dates from September 16th till 20th.

(The internet site will regularly update the list of confirmed events and presentations)

These brands, creatives and venues will engage to stage atmospheres, presentations and events that will correspond to **new qualitative expectations in terms of reception, experience and information.**

In this way this new project will propose a major visibility platform for 'image' and event expression in ways no other worldwide beauty event ever proposed before, adding an important layer of prestige, responsible modernity and quality.

A rich selection of transdisciplinary cultural rendezvous will also be added to the original itinerary:

Confusion of Senses, the exhibition that will be launched at the Paris' Louis Vuitton Cultural Centre and le Bain et le Miroir that will still be on in the Cluny Museum are two interesting examples.

For five days, Rives de la Beauté, will invite a public of curious consumers, to live surprising experiences and enriching exchanges. In this way, we wish to initiate a debate on a few essential questions such as appearance, diversity, experience and emotion.

Guided tours, unusual venues, informative seminars, initiating discoveries, publication presentations, product presentations, innovative launches...

The <http://www.rivesdelabeaute.com> internet site and the printed guide Rives de la Beauté 09 will reveal the complete and definitive program from mid August onwards.

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To optimise the readability of this event, the official guide Rives de la Beauté will edit the program through a series of separate denominators :

Rives de la Beauté, the official itinerary

This program will list in detail the brands, distributors and diverse players that have engaged to supply a particular presentation and/or welcome in the venue of their choice.

Passerelles

This part of the itinerary will highlight the transdisciplinary links between beauty and some neighbouring territories (science, fashion, cinema, art, literature...) ranging from a selection of Parisian museums to the backstages of fashion shows, or from the visual creativity in the music world to the last discoveries in the scientific and technological actuality.

Ville Miroir, the shopping guide

Next to the detailed list of official participants, the 2009 Rives de la Beauté Guide will propose the shopping guide « Ville Miroir » (The mirror City) with a large selection of indispensable beauty, perfume and well-being addresses throughout the French capital. Organised by Parisian districts with clear area maps, they will also hold typology tags for each venue (Well-being, natural, perfume, personal care, concept store...)
This guide will soon be an essential Paris' beauty compass.

Guided visits.

A few professionals will propose their specialist view on the Rives de la Beauté event. Through their personalised insight, they will propose guided walks that will focus on specific themes in order to optimise the experience of the visit.

Lydie Valentin, Consultant in brand strategy, trends and prospective insight (The Thought*) will propose to discover the different stages of the official Walk on a sensible and sensorial mode.

Let your senses take the lead, on this intuitive cruise along the 'banks of beauty' ...

CapBeauty, Marketing agency specialised in product trends on the US and European market, have an experience as real globetrotters through the streets of New York, Los Angeles and of course also Paris. They want to translate their experience on Cosmetics to the visitors of Rives de la Beauté through a selection of thematic tours that will assist in understanding the beauty market.

Perfumepaths, A bespoke tour for perfume enthusiasts.

This is a tour for discerning clients who are encouraged to enjoy this only with close friends or family and in groups where they know each other.

Experiencing a fragrance is a very personal and an intimate moment.

There are a few types of walks to choose from.

News flashes:

1. Partnerships

Rives de la Beauté is a completely independent operation.

Some strongly invested partnerships, institutional on one hand, but also concerning the different functional tools on the other, will allow to fully filling in the organisational needs in terms of coordination and promotion of the event, in a way that corresponds to the high qualitative standards that are put forward.

Sephora and **Vogue France** confirm their pioneer determination and figure as partners from the early beginnings and the launch of this project.

Téva (Groupe M6) becomes TV partner and the Parisian tourism council **Le Nouveau Paris – Ile de France** will assist in the promotion through their information network. (Airports, tourism centres,...)

A structural partnership with the agency **La Forme New Media** guarantees internet communication

2. Publication of the guide

A *Rives de la Beauté* guide will be published and distributed in all the different exhibition and event venues that participate within *Rives de la Beauté*.

Its distribution will be enlarged to a selection of professional tradeshows where they will be distributed from early September onwards through the trend media distributor **Mode...Informations**. **Paris Tourism Council Le Nouveau Paris –île de France** will take care of a distribution through their network of tourist info centres (airports and tourist hotspots).

3. BeautyToBeauty© :

BeautyToBeauty is a special partnership program dedicated to a selection of premium beauty and fragrance suppliers. It offers an opportunity to showcase creative excellence and mastery in terms of 'responsible modernity'. This partnership could for example take the form of an inspiring presentation or the sponsorship of an artistic installation, in the exceptional context of this new Parisian journey. It also proposes bespoke opportunities to participate in the production of '*Rives de la Beauté*'s communication tools or other original approaches.

4. Moodboarding Pass© :

The moodboard background of the *Rives de la Beauté* internet site is meant to be both an inspirational tool and a first glimpse of the creative diversity that we want this Paris beauty event to propose.

The credits and the links allow discovering the authors and their work

The featured creatives might participate in the eventual exhibitions, but this will depend on how the different sub-events develop. No guarantee.

We invite all creatives interested to be featured in our Virtual Gallery to get in touch and propose us any idea or visual they want to present.

The idea is to have this beauty moodboard grow and grow, so...

Express your vision of beauty!

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Original Press release

The inaugural session of the 'Rives de la Beauté' Paris' beauty itinerary.

This new rendezvous, programmed at a strategical time for the Autumn launches, plans to become a major beauty event, **open to a public of interested consumers and informed aficionados**, always on the look-out for new things and multisensorial stimuli.

The main idea is that of an itinerary dedicated to beauty, perfume and wellbeing in different places throughout Paris. Participating **brands, shops, venues, designers and craftsmen** will join to stage atmospheres, presentations and events that will correspond to **new qualitative expectations in terms of reception, experience and information.**

This new project will propose a major visibility platform for 'image' and event expression in ways no other worldwide beauty event ever proposed before, adding an important layer of prestige, responsible modernity and quality.

The fact that 'Rives de la Beauté' partially coincides with different professional tradeshows (fashion, accessories and beauty) offers another important advantage, keeping in mind that these professional visitors also spend a part of their Parisian stay searching for ideas, products and inspiration in the city.

The calendar of events and the guide that are to be published (on-line and in print) in the context of 'Rives de la Beauté' offer a new range of exploration to these two different public targets, that in this way will be able to widen their range of vision and include the activities, presentations and events that will be programmed for 'Rives de la Beauté'.

A unique event

In its vocation to initiate such a dynamic of discoveries, 'Rives de la Beauté' is comparable to events in the fields of design (Milan Design Week, Designers Days in Paris) or in art (Nuit Blanche in Paris, the Venice Biennial).

But thanks to its qualitative approach, its independence and its' interdisciplinary range, it is in fact a unique premier event on a worldwide scale for the fields of beauty, perfume and well-being.

Brands, Department Stores and prestigious boutiques, true creators, well-being spaces, galleries, showrooms, creative agencies, editors, magazines, make-up artists, art directors, designers, suppliers, photographers...

From Autumn 2009 onwards, 'Rives de la Beauté' will offer, once a year, to all protagonists in the world of beauty, a period dedicated to expressing their vision of a modern and an aware, responsible beauty at a time we could call the real beginnings of the third millennium.

Paris might well be the only place in the world where so many beauty people are united.

For Paris, beauty is the very essence of its culture and its history.

Paris is and always will be the centre for beauty.

'Rives de la Beauté' has as its' main objective to stage and crystallize this evidence.

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The event's spirit

« ...each and every moment always the same and still always different... » Heraclites

To seize the ephemerality of beauty while it stays ever the same. This is what intrigues us, and at the same time, motivates us to explore this mysterious side of beauty. Through this motto, in quoting Heraclites, we create the link between the geography of a marked exploratory path passing along the Parisian banks and the idea of 'Beauté de Fleuve' (River of Beauty) of Bonnefoy. A metaphor that will guide us as a light throughout this quest for beauty and quality, this year and all the other years to come.

Rive gauche, rive droite, this initiatic path will lead to different venues and places where we will discover signs, presentations and exhibits. From one bridge to another, multidisciplinary links will make obvious the crossover nature of beauty (perfumes, fashion, photography, literature, art, food, cinema, music...)

As a free choice for the participants and depending on the objectives of each and everyone, the events might open to new public targets of professionals close to beauty. (lifestyle, fashion, design...) as well as to a selection of informed "aficionados" and curious consumers. The revolutions within the new media created the birth of 'prosumers' or hyper informed consumers. 'Rives de la Beauté' would like to call out to these individuals, to intrigue them and create a relationship that will evolve from the virtual to the real.

This satellite event will search a balance between cultural and artistic content and more commercial or institutional goals, but above all, it will be guided by an unconditional link between original creative research and a profound sense of respect for the consumer and his environment.

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