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EDUCATING CANADA'S BEAUTY EXPERTS  
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Canadian  
Fragrance  
Award  
Winners

Diesel's  
Knockout  
Punch

Canada's  
Top PR  
Reps

India  
Hicks'  
Island  
Lifestyle





**9 Clarins to distribute Van Cleef and Arpels fragrances**

Clarins' Fragrance and Prestige Brands Division has landed the Van Cleef and Arpels fragrance business in Canada. The company will support the re-launch of First this month and follow it up in September with the stunning Feerie scent that launched in Europe and the U.S. last year.

**10 Francois Nars returns to runway after 10-year absence**

Hip makeup brand NARS is a beauty anomaly. Despite having its creator take a 10-year break from creating runway looks, the line continues to be a top seller around the world. Well Francois Nars returned to catwalk in style recently when he created 65 separate beauty looks for Marc Jacobs' fall-winter 2009 ready-to-wear show in New York. "The buzz was great," the artist told WWD. "I'm liking the high you get after the show. Once you finish a show that you've given everything to, it's like a rock star doing a performance. You're wiped out, but the adrenaline goes way up." Mr. Nars currently lives on his own island called Moto Tane in French Polynesia.

The screenshot shows the Sephora website interface for the Scentsa Fragrance Finder. The main product featured is Miss Dior Chérie by Christian Dior. The page includes a product image, a detailed description of the fragrance's notes (Tangerine, Strawberry, Violet, Jasmine, Caramelized Popcorn, Strawberry Sorbet, Patchouli, Musk), and a congratulatory message for finding the perfect scent. Navigation buttons like 'BACK', 'MORE FROM THIS DESIGNER', 'SIZES & PRICES', 'MORE FROM THIS SCENT TYPE', and 'START OVER' are visible at the bottom. On the right side, there are vertical navigation options: 'FIND YOUR fragrance', 'touch to explore', 'NEW fragrances', 'bestsellers', 'SEARCH BY fragrance note', and 'touch to explore'.

**11 Sephora launches instore fragrance GPS**  
 Sephora is taking the guesswork out of fragrance selection this spring thanks to its computerized Fragrance Finder by Scentsa. The state-of-the-art touch screen program will allow customers to quickly and easily locate a favourite fragrance or find a new one. With a tap of a finger on a large-screen display, customers can search by brand name, fragrance name, fragrance note, best sellers, new fragrances or via a fragrance quiz. The program is the brainchild of Jan Moran, a noted fragrance expert. Expect to see the program in all Canadian Sephora stores by the end of summer.

**12 Sienna Miller to front new BOSS Orange fragrance**

Actress Sienna Miller has signed on as the face of the new BOSS Orange fragrance which will arrive in Canadian stores in the fall. She'll appear in an extensive print and television campaign in support of the musky/sweet scent that complements the German fashion brand's more casual, relaxed line. The scent will likely benefit from Sienna's packed upcoming film schedule that includes a film called *Hippie Hippie Shake* costarring Cillian Murphy and Chris O'Dowd.



Photo: timeinc.net