

Vuarnet swaps sunglasses for scents

French company, Vuarnet, has celebrated its 45th anniversary with the launch of the Vuarnet 1960 male and female fragrance duo.

These are the first scents to bow since SACA Parfums obtained the global manufacturing and distribution rights for the sunglasses brand in October 2004.

Packaged in a buoy shaped flacon to represent founder Jean Vuarnet's love of sailing, Vuarnet 1960 is dispensed via a tubeless spray mechanism

that does not interfere with the transparency of the bottle. The cap is made from galvanised zinc-aluminium alloy with a polished silver-toned finish for the men's and a dusty rose finish for the women's fragrance.

The box is made from natural wood to replicate a steamer trunk. Inside, the bottle is nestled on a bed of straw and there is a polishing cloth.

The female fragrance belongs to the floral and musky fragrance families and

the jus itself is comprised of mandarin, bergamot, rose, jasmine, lily of the valley, sandalwood and white musk. Vuarnet 1960 For Him includes notes of fig leaf, star anise, orange leaf, cedar, *lignum vitae* and vetiver. Both retail at €60 for 60ml.

Jean Vuarnet was the winner of a gold medal in the downhill ski event in the 1960 US Olympics. The Vuarnet brand is all about freedom, active lives, elegance and seduction.



SEASON OF MISTS... Estée Lauder's autumn colour story, Pure Illuminations, centres on mellow shades of iridescent colours. Lips shimmer in multi-faceted hues of beige, poppy, pink and caramel. Eyes focus on gold and bronze. New limited edition products complement the look: ColorStones Shimmering Face Powder (£25, €35) in shades of pink, bronze and dusty rose; and six new shades of Pure Pops Crème Eyeshadow (£13.50, €20) including Caramel Lust and Chameleon Glow. The collection hits counters in August.

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