





# ROUGE OPERA COLLECTION

#### / ICONIC

COLLECTION OF 7 ICONIC BEST-SELLERS, REVAMPED WITH THE ARTISTIC DNA OF THE PARIS OPERA



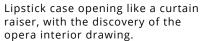
# ROUGE OPERA COLLECTION

### / ÉTUIS COLLECTION

HAND-DRAWN CASES WITH PASTEL TECHNIQUE, HIGHLIGHTING THE DECORUM AND SYMBOLIC OF THE OPERA GARNIER.









The upper corolla opens to reveal the lipstick.

# ROUGE OPERA COLLECTION

#### / HAUTE COUTURE FINISH

CASE SHEATHED WITH APPLE SKIN LEATHER, BY OUR PARTNER LABELED LIVING HERITAGE COMPANY.





### A BALLET STAR FOR MUSE

#### / AMANDINE ALBISSON

STAR DANCER OF THE PARIS OPERA BALLET

- . BENOIS INTERNATIONAL PRIZE FOR BALLET
- . KNIGHT OF THE NATIONAL ORDER OF MERIT



Confidence is acquired in all stages of my preparation and before each performance.

Every ritual like applying my lipstick counts. As much for what we perceive of it, but also for what it brings me.

**Amandine ALBISSON** for Le Rouge Français



# THE PROMOTION FILM

#### / AT THE HEART OF THE OPERA

PROMOTIONAL MOVIE FORMAT 45 SEC. FILMED BEHIND THE SCENES OF THE PARIS OPERA.



PRIVATE LINK ACCESS: DO NOT TRANSFER WITHOUT PRIOR AND EXPLICIT AGREEMENT FROM THE BRAND



### **ADS AMPLIFICATION**

#### / ADVERTISING **PARTNERS**

NATIONAL & INTERNATIONAL COMMUNICATION PLAN, WITH MULTI-PARTNERS AND MULTI-CHANNELS (DIGITAL + PRINT + METRO DISPLAY PANELS)





### / TARGETED COMMUNITIES:

+ 15 MILLIONS











**JCDecaux** 





CPERA DEFORMED	P		
ROUGE OPERA RED LIPSTICK Apple Skin Case	BIOS011OPERAPP	3770016007795	89€
ROUGE OPERA RED LIPSTICK	BIOS011OPERA	3770016007801	49 €
NOIR CASSIOPEE MASCARA	MASCARA410OPERA:	3770016007825	32 €
NEFERTITI CHEEK & LIPS	BLUSHC210RTGOPERA	3770016007849	32 €

32 € **CATENELLA RED NAIL POLISH** NAILPOL980OPERA 3770016007832 28 € **ROUGE ATHENA LIPS OIL** LIPOIL612OPERA 3770016007818

BALM602RTGOPERA

**ACHILLE BALM** 

32 €

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