

marie claire

FEED YOUR DREAMS

MARIE CLAIRE. FEED YOUR DREAMS



**“The kind of woman
that I’d like to be”**

**A sophisticated
and intelligent
point of view about
contemporary issues.**

Marie Claire Italia is ASPIRATIONAL

1

A POINT OF REFERENCE FOR FASHION, BEAUTY AND IMAGE

- Marie Claire Italia is the most authoritative edition of the network (34 editions) for fashion and beauty, with the most sophisticated images and design.
- Marie Claire Italia has both a local and an international audience
 - Significant foreign sales: 12,800 copies per months, best performer of Italian the high end fashion magazines
- Marie Claire is the widely chosen magazines from advertisers*
 - 22 top fashion brands
 - 225 fashion brands
 - 50 beauty brands
 - 292 brands
 - more than 600 adv pages
 - mkt share 19,7%

2

DELIVERING A WIDE AUDIENCE

MAGAZINE

Circulation*:
166.418 copies

Marie Claire **ranks second** in the upscale fashion Monthly Mags category:

Elle 178.527;
Amica 128.421;
Vogue 70.931

Readership**: 557.000 readers
92% women
(+10% vs Audipress 2015.II)

*SITE****

Page Views
9,1 MILLION

Unique Visitors
1,3 MILLION

2.23 minutes
Average time per visit

SOCIAL

 152.553 FAN

 68.100 FAN

 28.700 FOLLOWERS

 5.500 FOLLOWERS

Source: *ADS February 2016 (MC, Elle, Vogue, Amica);

**Audipress 2015. III

*** Webtrekk, April 2016

3

THE MOST QUALITATIVE AUDIENCE

Marie Claire has the most qualitative audience of its category

- **loyalty**: 21% buys more than 9 issue per year
- **selective audience**: 46% are exclusive to MC
- The most **affluent, educated, professional** women of the category:
 - **metropolitan**: live in big or major cities
 - **educated**: degree 25% i.c. (189).
 - **affluent**: HHI > 5.000 € 6% (i.c. 232)
 - **professional**: top management 7% (i.c 204)

4

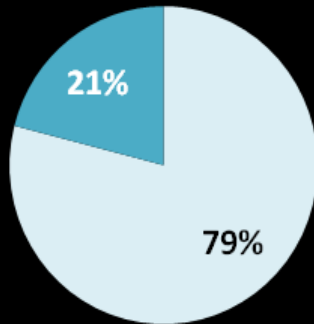
STRONG IDENTITY/CONSISTENT DIVERSIFICATION

- Marie Claire's strong identity allows a wide and consistent diversification: magazines + website + emags + social + events

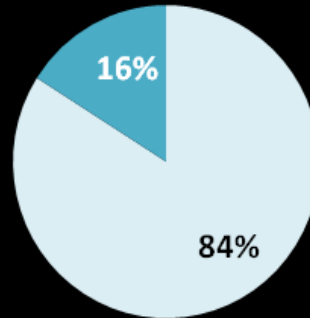


THE AUDIENCE PROFILE

AUDIENCE
May 2015

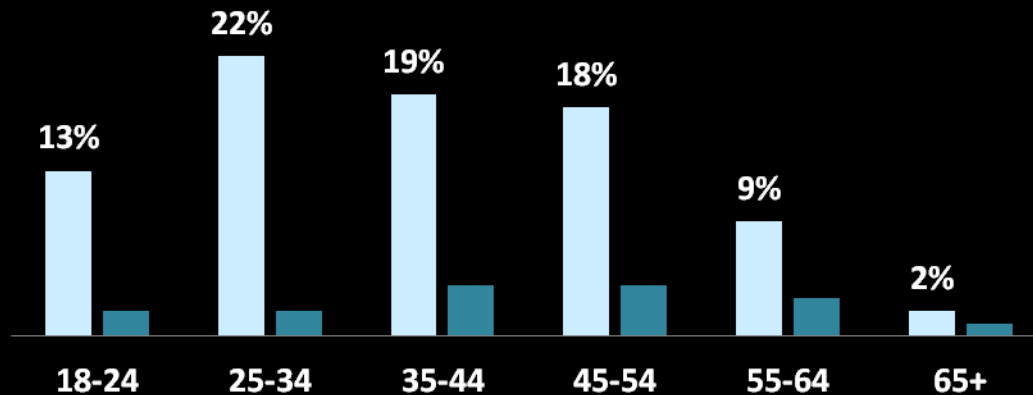


AUDIENCE
April 2016



■ Female ■ Male

**IMPROVED
AUDIENCE
SEGMENTATION:
FEMALE +6 pp**

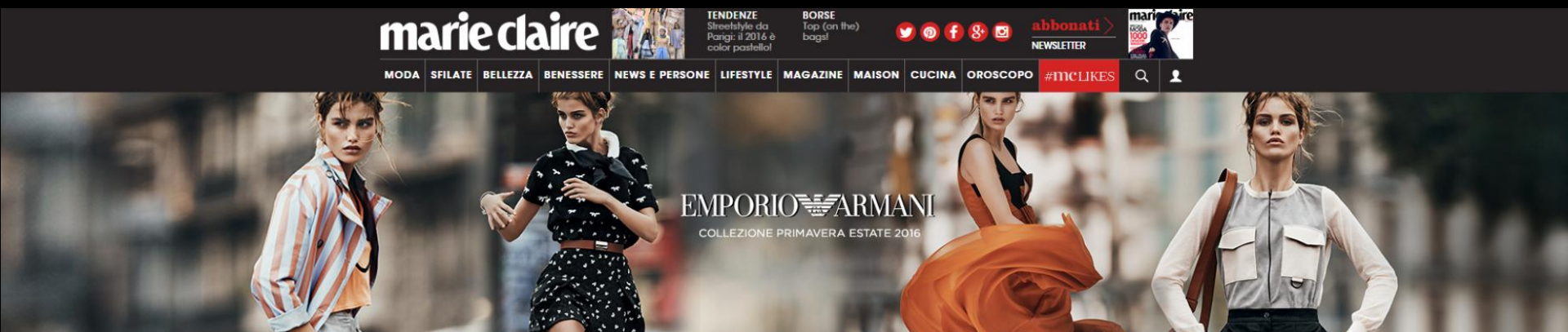
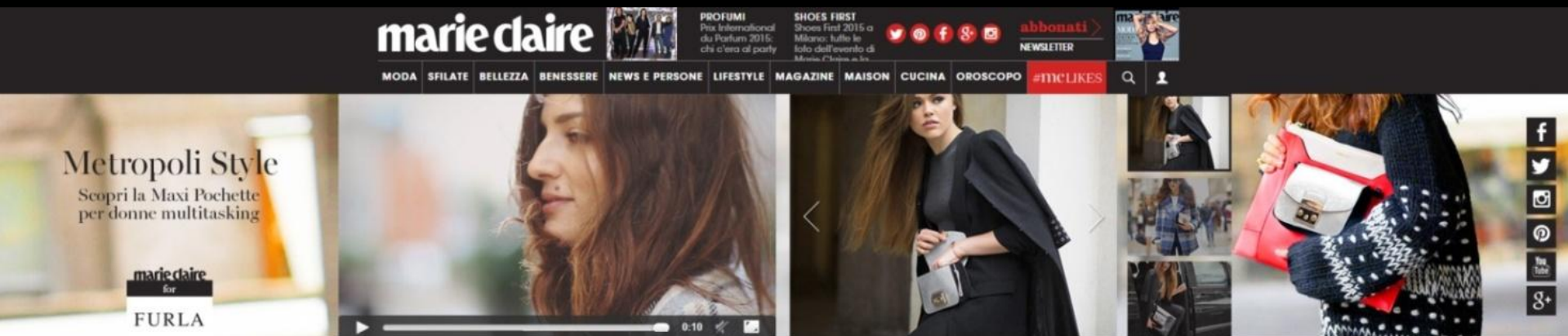


**CONSISTENT
WITH the
BRAND CORE
TARGET**

HERO ADV

Hero adv is a new adv format, available starting from January 2016

- Fully Responsive
- Video supported both in little and in full width version
- It can be purchased individually or as part of a domination
 - Ready for native creative production by Hearst
 - Available also in multilink version



marie claire

Key appointments 2016

MARIE CLAIRE 2016

N°	Issue date	Cover	Supplements (*)	Events	Special contents (Fashion)	IS: Advertorial 2° part of the magazine
1	16/12/2015	January	MC + MC Bis Sfilate		Dossier Snow - 6 pages	
2	16/01/2016	February <i>New Trend Issue</i>			Dossier Lingerie - 4 pages	
3	16/02/2016	March <i>Fashion Issue</i>	MC + MC #Likes	Fashion Week: exhibition + event in Milan	Special MC accessories section in second part of the magazine with dedicated cover - handbags and shoes	
4	16/03/2016	April <i>Prix Issue</i>	MC + MC Enfants	- Shoes First Event - Prix D'Excellence de la Beauté	MC SHOES FIRST Dossier Shoes 12 pages	
5	16/04/2016	May	MC + MC2 Bellezza		Dossier Sunglasses- 6 pages Special Denim section (TBC)	
6	16/05/2016	June	MC+Maison (standard)		Dossier Jewelry - 6 pages + Special Beachwear Section	
7	16/06/2016	July <i>Beachwear Issue</i>				
8	16/07/2016	August <i>pre-collection Issue</i>	MC standard + MC Bis Sfilate MC pocket + Elle travel		Dossier Lingerie - 6 pages	
9	13/08/2016	September <i>Trend Issue</i>	MC + MC Enfants + MC Speciale Capelli (**)		Dossier Watches - 6 pages	
10	16/09/2016	October <i>Fashion Issue</i>	MC + MC #Likes	Fashion Week: Exhibition + event in Milan	Special MC accessories section in second part of the magazine with dedicated cover - handbags and shoes	
11	15/10/2016	November	MC+Maison (standard)	Shoes First Event (date tbd)	MC SHOES FIRST Dossier Shoes - 10 pages	ACCESSORIES FIRST. A look that is built starting from an accessory to represent a type of woman
12	16/11/2016	December <i>Cruise Issue</i>	MC+ MC2 Bellezza	16th of november Prix du Parfum + Jewels First Event (date tbd)	MC JEWELS FIRST Dossier Jewelry - 10 pages Xmas Hot List	JEWELS FIRST. A look that is built starting from an accessory to represent a type of woman
1	16/12/2016	January	MC Bis Sfilate			

(*) All B.E. are bundled with newsstand print run - Marie Claire Standard format

The B.E. remain independently on sale for 3 months on newsstands in which MC have been distributed

(**) MC Speciale Capelli sold with MC standard and pocket format

MARIECLAIRE.IT - EDITORIAL SCHEDULE - SECOND HALF OF 2016

MONTH	MONTHLY EDITORIAL SUBJECTS Special contents covering the current main events and interests, on the website and social networks.	SPECIAL PLANNED SUBJECTS Special contents published on subchannels. Access from Menu, Editorial Box and Skin. 2 Weeks.	SPEEDY BOARDING: Special contents "on demand", published only if sponsored. OR Special contents related to exceptional situations. 2 Weeks.
JUNE	#modamare (focus on fashion, accessories, travel) #beauty (focus on remise en forme)	BEACHWEAR - FASHION channel_ from June 1st to June 15th (JEWELS, BIJOUX, FASHION, ACCESSORIES)	WOMEN'S EUROPEAN FOOTBALL_ " HAPPY HOUR" - LIFESTYLE channel - from June 10th to July 10th (FOOD/BEVERAGE/DECOR) MUSIC FESTIVAL-LIFESTYLE channel - date tbd - (GREAT EVENTS SPONSOR - FASHION - SHOPPING) WOMEN ON THE ROAD -LIFESTYLE channel - from June 13rd to June 27th (CARS/TRAVELS/FASHION) REMISE EN FORME -BEAUTY channel - from June 20th to July 4th (BEAUTY, WELLNESS, DIETS, HEALTH)
JULY	#fashion (focus on bags, new trends, previews)		PRE- COLLECTION - FASHION channel - (ACCESSORIES, FASHION, RUNWAY SHOWS, PRE-COLLECTIONS, TRENDS)
AUGUST/SEPTEMBER	#beauty #fashionweek (Woman's runway show: Milan - London - NY) #likes (accessories) #capelli	ENFANTS - LIFESTYLE channel - from August 26th, for 1 month (FASHION, ACCESSORIES, TOYS, BEAUTY, FOOD, BEVERAGE, TRAVEL AND LEISURE) MILAN FASHION WEEK - FASHION channel + SOCIAL AirB&B APARTMENT_ from September 21st to September 27th (ACCESSORIES, FASHION, FOOD, TECHNOLOGIES, BEAUTY, DECORATION)	VENICE FILM FESTIVAL - LIFESTYLE channel - from September 1st to September 12nd (FASHION, JEWELS, BEAUTY, MAKE UP) LIVE FASHION WEEK at Marie Claire AirB&B APARTMENT - LIFESTYLE channel - from September 21st, for 1 Week WOMEN'S OLYMPICS_ " HAPPY HOUR" -LIFESTYLE channel - from August 5th tp August 21st (FOOD/BEVERAGE/DECOR) WOMEN ON THE ROAD- LIFESTYLE channel - from September 5th to September 19th (GOURMANT - FOOD - REGIONS - TRAVEL)
OCTOBER	#shoesfirst (focus on shoes, new trends, previews)	ACCESSORIES - SHOES FIRST - FASHION channel - from October 15th to October 29th (ACCESSORIES - FASHION- SHOPPING)	SHOES FIRST (Advertorials _ Special Initiative) TECH&DESIGN - LIFESTYLE channel- from October 3rd to October 17th (TECH, FASHION, ACCESSORIES, DECOR)
NOVEMBER	#beauty (fragrances)	BEAUTY PRIX du PARFUM- BEAUTY channel - from November 16th JEWELS FIRST- FASHION channel - from November 16th to November 30th	JEWELS FIRST Advertorials (related magazine advertorials) INTERNAZIONALE PRIX WINNER'S Advertorials (GALLERY) from November 16th
DECEMBER	#shoppingnatale	CHRISTMAS - SHOPPING channel- from November 28th to December 20th	SNOW TRAVEL - LIFESTYLE channel - from November 28th, for 2 Weeks (FASHION, TRAVEL, FOOD)

MC March and October

(September 16th 2016)

THE FASHION ISSUES



The special editions of Marie Claire in 2 books
Marie Claire + Marie Claire #LIKES

Project components

The magazine marieclaire#likes

- the 2nd book of Marie Claire fashion issue (2 books sold together).
- the contemporary luxury: values and proposals. Fashion, accessories and iconic items and brands that style the world.
- the best quality of MarieClaire Italia's shoots and stories.

The digital project #Mclikes on marieclaire.it

- an immersive experience of contemporary luxury through the most qualitative brands.
- #mclikes storytelling: brands native contents by MarieClaire to express and deeply love the high-end brands.

The event

An open air exhibition in Via Della Spiga + the opening party.
An unmissable appointment for the luxury inner circle and the whole public of the Milano fashion week

March 2016

The multimedia Exhibition in Via Spiga.



marie claire #LIKES

OPENING PARTY



#MCLIKES
THE STUFF WE LOVE

<http://www.marieclaire.it/Attualita/news-appuntamenti/festa-Marie-Claire-Likes-via-della-spiga#1>

Print: event reportage

mc | eventi



#partytime

MILANO 23 febbraio 2016. In via della Spiga la serata per celebrare il secondo numero di #LIKES. Con la mostra *Creativity*, le opere di No Curves e il popolo della fashion week milanese



In alto Antonella Antonelli, direttore di Marie Claire Italia. **Da sinistra**, Gloria Bertuzzi e Antonio Mancinelli (Marie Claire); Alessia Fattori Franchini (p.r. Van Cleef&Arpels) con Laura Lusuardi (fashion director Max Mara) con la figlia Federica Cabassi; Tiziana Cusonà (direttore generale Bulgari Italia); Lucia Mantero (Mantero Setta spa); Vera Bosio (p.r. Jimmy Choo); Cristina Montardini (responsabile globale comunicazione Fendi); la modella Linnea Regnander con il fotografo Max Cardelli. **Sotto**, James F. Goldstein (milionario e stilista); Ivana Spernicelli (dir. moda Marie Claire) con l'artista No Curves; Cristina Tajani (assessore alle politiche per il lavoro e sviluppo economico Milano); Giacomo Masetto (A.D. Hearst Magazine Italia); Michela Alpi (publisher Marie Claire e Elle); Daniela Magnani (p.r. Chanel) con Antonella Antonelli e Pierre-Yves Westeisen (A.D. Chanel Italia); Giorgio Guidotti (resp. internazionale comunicazione Max Mara) e la stilista Anna Molinari (Blumarine).

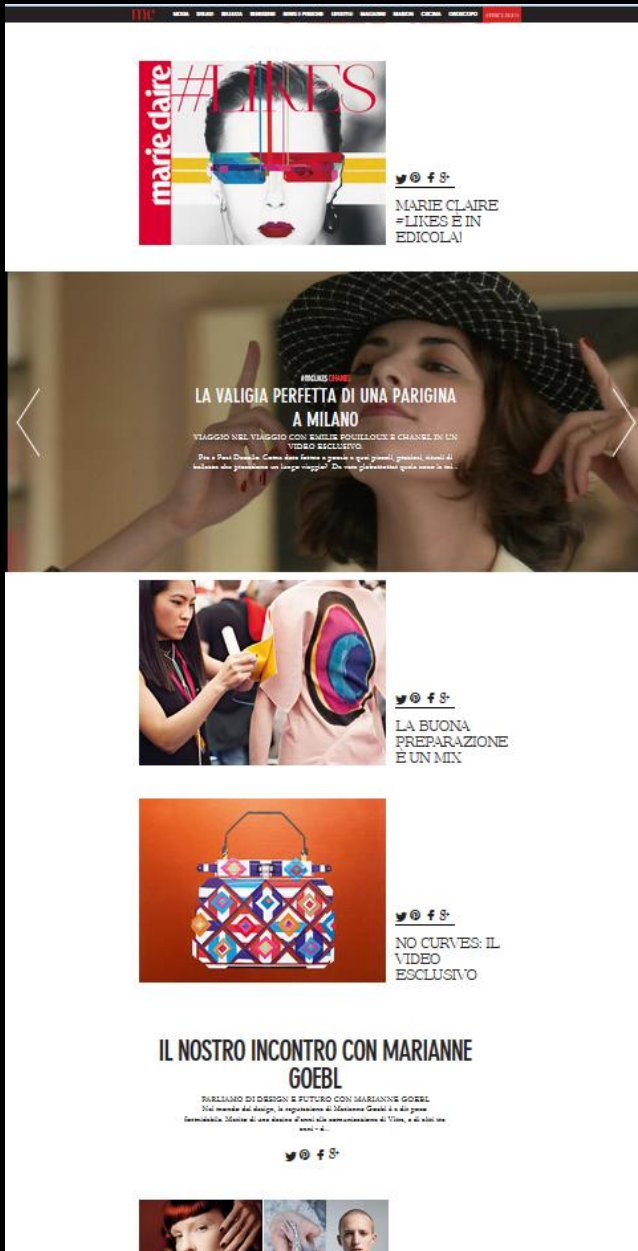
DARRELL VENTURA/ELLE ADSP/PHOTO/STY/BAKERS

mc | eventi



In alto da sinistra, Micol Sabbadini; Raffaella Traverso (K-Way); Alessandro Squarzi; Alessia Giacobino (stilista di Pt-Pantaloni Torino); il designer di gioielli Giampiero Bodino; Helen Nonini; la giornalista Cinzia Malvini; l'art director Manos Samartzis (Nike/outlet); Carlo Migotto; Andrea Pizzolo; Christian Bonin di Powertprinting che hanno stampato le installazioni della mostra *Creativity*; Umberto Zambonetti (What and Sew); Cristiano Sturmiolo (global marketing & communication director Lu.Lu); **Al centro**, Fabio Menzies (p.r. Tory Burch) con Alessandra Cavallini (Avenue pr); Cristina Tardio (stilista di Kristina Tj) con la giornalista Renata Molho; Davide Fraccalvieri (brand manager Lexus Italia) con Emilie Fouilloux (marciare.it); Jo Squillo (conduttrice Tv Moda); Marco Achilli (p.r. Giorgio Armani) con il fotografo Guido Taroni; Gaia Bermani Amari; il giornalista Nello Barile; Roberto Roncalli (p.r. Gucci). **In basso**, Paola Mauer; Alessandro Enriquez (10x10 An Italian Theory); Eliana Miglio; Sandrina Musso e la designer Svevia Camurati; Andrea Mercante con l'attrice Valentina Romani; Maria Mantero; Francesco e Marco Maccapani Missioni: la dj della festa Elle Vegas. Il SUV più innovativo e di stile: l'RX Hybrid di Lexus, partner della serata e che durante la Milano Fashion Week è stato esposto in via della Spiga per ammirare l'audace design e l'innovazione tecnologica. Il momento "dance" del party.

THE DIGITAL EXPERIENCE



#mcLIKES is a channel of marieclaire.it.

Together with consistent editorial contents, it provides the audience with **clients' native stories.**

The brands spirit speaking the language of modern audience.

<http://mclikes.marieclaire.it/>

THE LIST

First clients to join the project with native stories by MarieClaire. Check the native videos/contents:

BORBONESE

<http://mclikes.marieclaire.it/Borbonese/Una-parigina-a-Milano-Emilie-Fouilloux-Borbonese>

CHANEL

<http://mclikes.marieclaire.it/Chanel/Parigina-a-Milano-blog-Emilie-Fouilloux-Chanel>

<http://mclikes.marieclaire.it/Chanel/valigia-perfetta-Emilie-Fouilloux>

TRUSSARDI

<http://mclikes.marieclaire.it/Trussardi/Parigina-a-Milano-Emilie-Fouilloux-Trussardi>

YSL BEAUTE'

<http://mclikes.marieclaire.it/YSLbeaute/YSI-Beaute-Parigina-a-Milano-Video-backstage>

<http://mclikes.marieclaire.it/YSLbeaute/YSI-Beaute-Parigina-a-Milano-Video>

LUXOTTICA

<http://mclikes.marieclaire.it/Ray-Ban/ray-ban-aviator-round-storia-occhiali-vista>
<http://mclikes.marieclaire.it/Ray-Ban/ray-ban-aviator-occhiali-vista-streetstyle>

LEXUS RX

<http://mclikes.marieclaire.it/Lexus/milano-fashion-week-lexus-rx-lexus-una-parigina-a-milano>

MC Settembre 2016

#McLivesAirbnb

The Project

co-working = co-living

#1. An **exclusive** apartment in the fashion district made available to mc.it editorial team by Airbnb .

#2 . A complete **co-working** space where the editorial team moves in , **24 hours** per day, to follow the Milan fashion week appointments .

#3. A **hashtag** dedicated to real time news on all mc.it **social network** profiles, through the involvement of guests in the house to keep up-to-date about fashion shows , with exclusive interviews and to comment the most important events .

#4. Reportage of the events of the week on the **web site**.

#5. **Two** important dates in September 2015 and February 2016.

Next Stop: Fashion Week September 2016!



Second edition's numbers

February 2016

More than 20 brands involved

Cedrata Tassoni, Fastweb, Life Frutta, Campari, Foodora, Caudalie, AlterEgo, Cromia, Seletti, Chupa Chups, Fabriano Boutique, Speck Alto Adige, Kartell, Muji Italia, Prosecco Ginzano, Etro, Chanel, Canon, Helping...

More than 50 guests

among which Emilie Fouilloux (MC Ambassador fashion blogger, DJ and ex ballerina), Stefano Seletti (Seletti), Simon Beckerman (Depop founder), Gabriele Moratti (Redemption Official) Andrea Incontri (Tod's creative director), Altatto (vegetarian catering), Diego Dolcini (luxury shoes fashion designer), Elena Ghisellini (luxury bags fashion designer), GentuccaBini (fashion and interior designer), Luca Larenza (fashion designer), Maurizio Miri (fashion designer), journalists of MarieClaire Brasil...

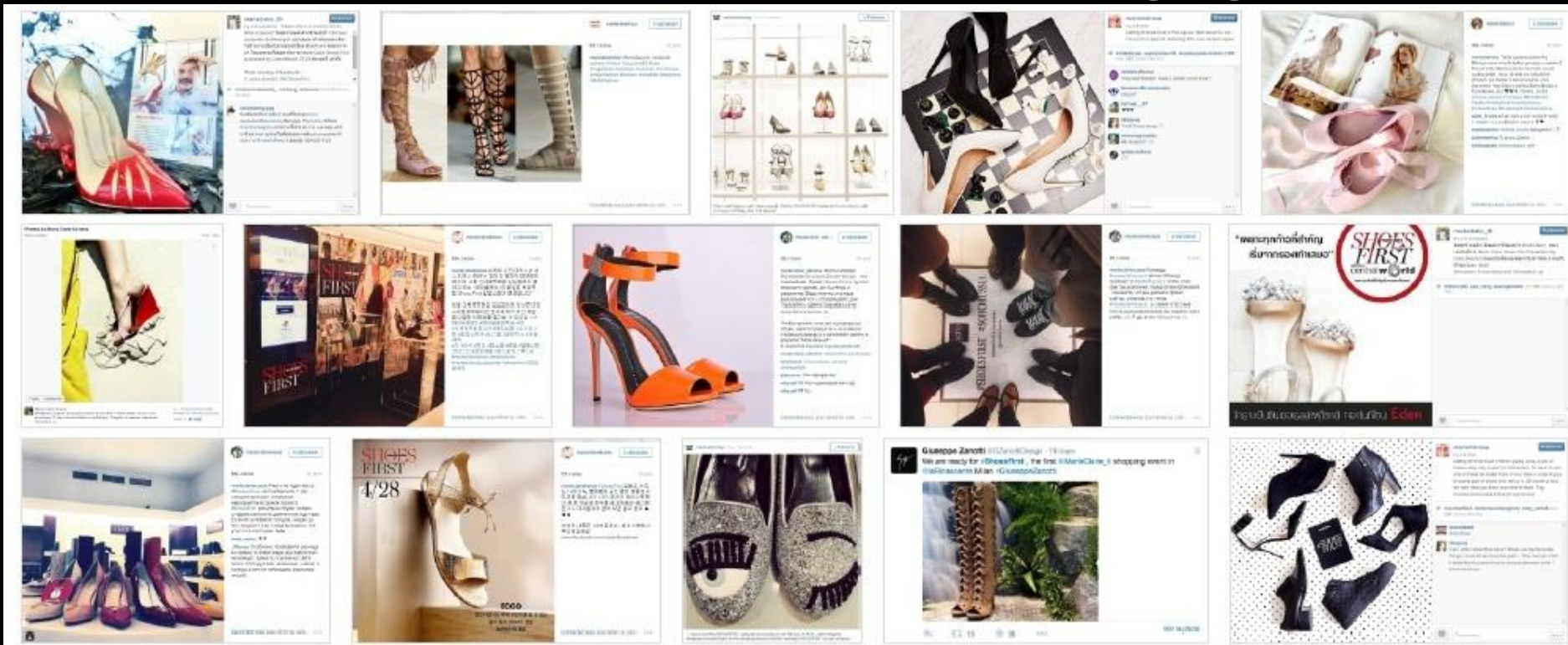
More than 150 posts on social networks

Dedicated project + regram and posts created ad hoc by the brands involved in the project.

MC April and November (on sale from 16th March to 17th October 2016)

SHOES FIRST

The first international project dedicated to footwear
14 editions . 22 million women. 1 universal language : the shoes.



AUSTRALIA. CZECH REPUBLIC. HUNGARY. ITALY. KOREA. ROMANIA. RUSSIA. SPAIN. THAILAND.
UKRAINE. USA. FRANCE. MEXICO, UK.

MC April and November

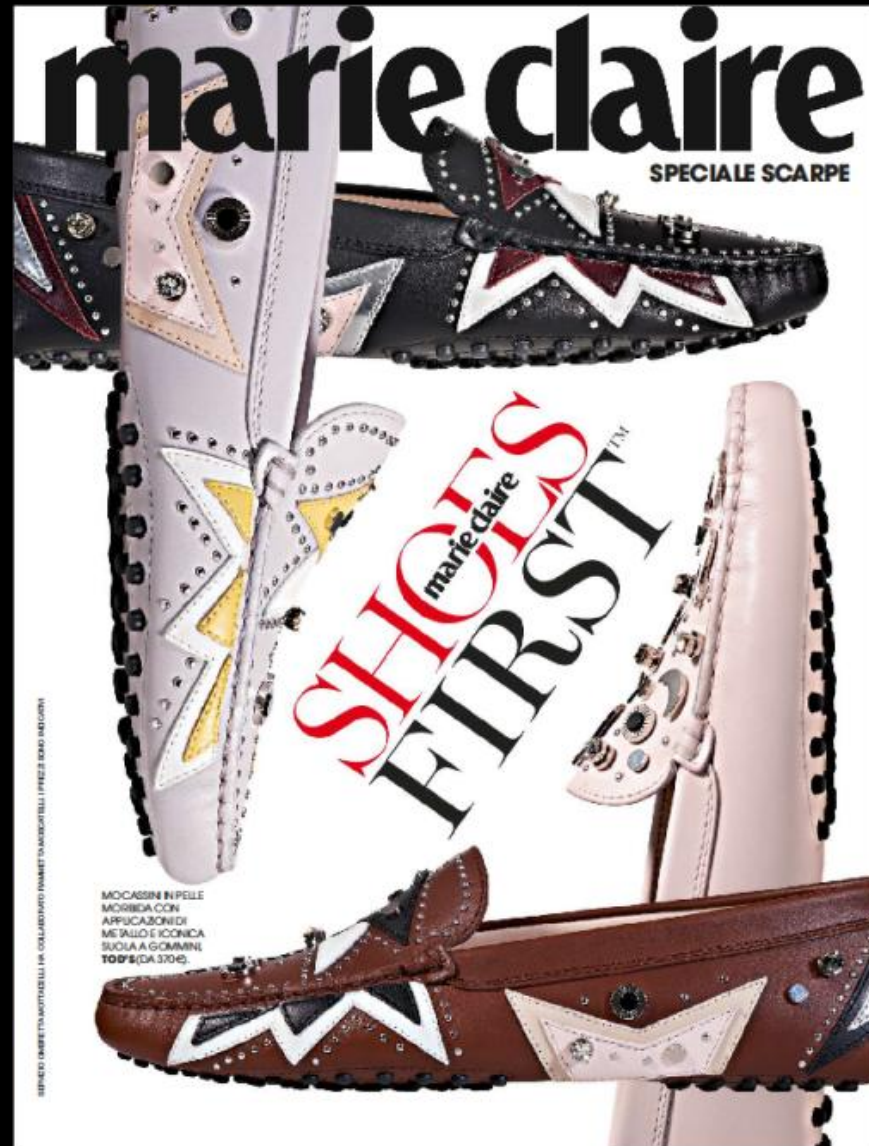
(on sale from 16th March to 17th October 2016)

SHOES FIRST

Italian Edition

- A special issue included in **Marie Claire #4 and #11**
- A special section on the web site **marieclaire.it**, with all contents (including multimedia) related to the project and the initiative's partners.
 - **Social Media activity**
 - **Partnership** with the most important italian department store (**la Rinascente**)
- Organization and of a **“Shoes Shopping Day”** dedicated to Marie Claire community at la Rinascente

PRESS: Marie Claire n.4. 2016 – Special Issue



passioni | fashioniste

Sentirsi ALL' ALTEZZA

Indicatrici di personalità. Paruse *antimolinomia*. Ristrutturati del benfico *ruolo* nelle nostre vite. Perché, dunque, non parlarne come

ficcio. A seconda dei *lancet* di stivali, le scarpe hanno uno specifico, *bebanide allate* (con tanto di *bugiarino* ad hoc?) di *Rosalia* *Mancini*



speciale | scarpe



- 1. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 2. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 3. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 4. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 5. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 6. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 7. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)
- 8. MOCASSINO IN PELLE MORBIDA CON APPLICAZIONI DI ME PALLÒ E JICOMICA SUOLA A GOMMINI TOD'S (DA 370€)



speciale | scarpe



Milady



DIGITAL: specific editorial section+ social network

marie claire

MODA | FILATELE | BELLEZZA | BENESSERE | NEWS E PIERRENE | LIFE STYLE | MAGAZINE | M A B O N | CUCINA | OROLOGIO | **STYLING**

APRILE Primavera i dolci un togli! | TENDENZE | **NEWSLETTER**

COOLMIX | MAKE UP | TENDENZE | PROCI MI



marieclaire.it

19 piace | 0 commenti | Condividi

HOME / MODA / **Shoes first**

LISTI GO!



marieclaireitalia

Piazza Del Duomo M...

SEGUI

Piace a 274 persone

marieclaireitalia These shoes are made for dancing! #shoeslovers #shoesfirst @larinascente

francescafusaro @zimiz semierisce Se non mi costassero un rene sarebbero tutte mie 😍

alessandraden_to 😍 ador!!! @marta_dng ✨ glitter glitter glitter

marta_dng @alessandraden_to quella blu è una meraviglia 😍

cate_stagram @livivlife I might need these livivlife @cate_stagram um the answer is always YES to sparkles

blondstswan @jennahope I'm digging the gold and the black. Do I need these? jennahope @blondstswan yes as long as they don't shed.

Accedi per mettere "Mi piace" o commentare.

SHOES FIRST

Il nostro omaggio a una magnifica ossessione: le scarpe. Ecco i modelli di tendenza e tutte le novità per la Primavera Estate 2016.

Scarpe e stivali: tutte le tendenze per l'Autunno Inverno 2015/2016

Il ritorno dei cuissardes, la tendenza flat, i grandi classici e i modelli più cool: ecco la guida a tutte le novità e le tendenze per le scarpe dell'Autunno Inverno 2015/2016.

di **La Redazione** - 25 Agosto 2015 - 17:00

Tutte le Top Stories

SHOES FIRST

NEWS E APPUNTAMENTI

Shoes First 2016

di Redazione

Come partecipare all'evento di Marie Claire alla Rinascente di Milano. [leggi](#)

28 IMAGE

Let's dance!

DANCE WITH US

MC VIDEO

Move your feet!

LEGGI ANCHE

Da Ivan Danti a Claudio Sclafani: i 15 migliori look della sfilata da sfilano

I migliori tagli dello modo aperti al petto: a maggio 2016 il pagliarone e il colabando

Tocco 2017: l'ombretto alla moda

Come scegliere le pernacchie Denay

Perché tutti parlano del gelido per la cosca

Il ritorno dei cuissardes, la tendenza flat, i grandi classici e i modelli più cool: ecco la guida a tutte le novità e le tendenze per le scarpe dell'Autunno Inverno 2015/2016.

SCARPE CON IL TACCO: LE MARY JANE

Immaginato di passeggiare a Londra in una mattina d'autunno, con ai piedi un paio di **Mary Jane** lungo **Caranby Street**. L'ispirazione si rivela per le scarpe dell'Autunno Inverno 2015/2016 arriva infatti da una via che ha fatto la storia della moda londinese (e non solo), con **Mary Jane** in valotto come quello di **Ballin** o **Gianvito Rossi** o in versione o con multicinturini di **Chloé** o **Miu Miu**. Ma non solo. Tra i tanti modelli non mancano le scarpette di **Giannico** o quello in pelle stangata di **Renzo Armani**.

— Scopri qui tutti i modelli delle **Mary Jane** per l'Autunno Inverno 2015/2016.



marieclaireitalia

SEGUI

Piace a 301 persone

marieclaireitalia #shoelovers #ShoesFirst #MarieClaireItalia @pcaedemartori @larinascente #Milano

maddalenaipollis Mi sanguinano gli occhi accattemo

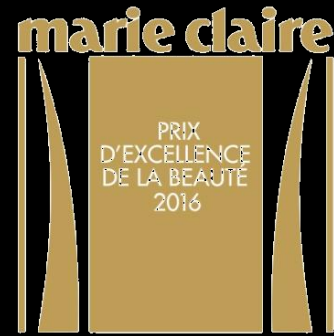
mirrorofereyes @ahix28

Accedi per mettere "Mi piace" o commentare.

IN STORE EVENT: la Rinascente Milano



April 2016
PRIX D'EXCELLENCE
DE LA BEAUTE'



**The most famous and influential
beauty international prize**

The prize is awarded by a jury of 17 journalists, experts in the field, from all over the world. It rewards the **BEST BEAUTY PRODUCTS** (launched the previous year) according to 5 standards: Innovation, Efficacy, Texture, Design and Communication.

The same standards are used to define the 3 award winning products of **Prix Italie** (MAKEUP, SKINCARE and BEAUTY VALUE), awarded by a jury of 10 beauty editors, which represent the most authoritative italian magazines.

Prix D'Excellence de la Beauté

PAC (Padiglione Arte Contemporanea) – 16th March 2016



<http://www.marieclaire.it/Bellezza/Prix-d-Excellence-de-la-Beaute-Marie-claire/Prix-d-Excellence-de-la-Beaute-2016-i-vincitori-gli-invitati#1>

MC December (16th November 2016)

“MC + MC2 Bellezza+ Prix du Parfum”

Marie Claire 2 Bellezza celebrates the world of fragrances with the third edition of the exclusive award dedicated to fragrances and signed by Marie Claire.

•**PRIX international du Parfum:**

3 prizes awarded by an international jury.

Woman's fragrance; Bottle; Originality



•**PRIX Italie du Parfum:**

2 prizes awarded by a jury of 10 authoritative Italian beauty editors.

Woman's fragrance; Man's fragrance

Prix International du Parfum

Fonderia Napoleonica of Milan – 17th November 2015



beauty | eventi

PRIX DU PARFUM

Seconda edizione italiana dedicata alle *fragranze*.
Special guest: i profumi 2015 per lui e per lei!



Nella suggestiva cornice della Fonderia Napoleonica sono stati assegnati i Prix du Parfum Italia alla miglior fragranza maschile e femminile e sono stati riconosciuti i Prix International già annunciati a Parigi la scorsa primavera. **1** Maria Vittoria Pozzi, woodraster Marie Claire, con Daniela Dorelli, pr manager; e Annalisa Rigamonti, direttore mktg di Puig, vincitori del Prix du Parfum Italia come miglior fragranza femminile con Les Infusions de Prada. **2** Con Eau Sauvage Cologne di Dior i vincitori del Prix du Parfum Italia miglior fragranza maschile: Marika Ferro, direttore mktg, con Marcello Antonelli, brand manager Dior. **3** I vincitori del Prix International come miglior fragranza femminile Love Story Chibô: Carlo Bianchini, general manager, e Valerina Moscato, pr manager Coty. **4** Come miglior fragranza maschile Bleu de Chanel di Chanel: Pierre-Yves Weckstein Ad, e Paola Lanfranchi, pr beauty Chanel Italia. **5** Come premio all'Audience Wood Sage & Sea Salt Cologne Jo Malone London: Elena Carrara, mktg executive, e Denise Roccaro, pr manager Jo Malone London. **6** Come miglior Pack Dolce di Dolce & Gabbana: Paolo Galati, country manager, e Giovanna Uverdi, pr manager P&G Prestige. **7** Federica Pini, direttore mktg, Riccardo Ferrari, direttore generale, e Rosario Dianna di Beauty Prestige International rifanno la nomination del Prix Italia per All'Alta Paris Eau de Parfum di Azzedine Alaïa. **8** Paola Lago, brand manager, ritira la nomination Italia per Colonia Club di Acqua di Parma. **9** Giovanna Quattro, pr manager Estée Lauder, ritira la nomination per Tom Ford Noir di Tom Ford. **10** Carla Rossi, direttore mktg, e Nicoletta Zioni, pr manager L'Oréal, ritirano la nomination per L'Homme Idéal Cologne di Guerlain. **11** Un moodboard che racconta uno stile/tendenza dell'inverno 2015. **12** L'installazione by Germano Pontevichi. **13** Gli spazi arredati con gli

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inconfondibili pezzi Kartell. **14** Gli ospiti. **15** Chiara Colombo, pr manager Yves Saint Laurent Beauté e Helena Rubinstein. **16** Maria Paola Tridà, pr manager, e Domenico Gaimari di Bulgari Italia. **17** Artwork by Germano Pontevichi. **18** Giacomo Miletto, Ad Heort Italia. **19** Antonella Antonelli, direttore di Marie Claire. **20** Germano Pontevichi, autore dell'installazione. **21** Marco Cancolliere, Direttore Generale advertising Heort Italia. **22** Mariangela Bonafè, direttore generale Canal Luxury. **23** Filippo Mannucci, Ad Alde Groupe Italia. **24** Francesca Varasi, redattrice beauty di MC con Matteo Puppi, trade-digital mktg Yves Saint Laurent Beauté, e Stefania Bellinazzo beauty editor di Grazia. **25** Silvia Cugini, pr manager Caudalé, Paola Novaro, direttore clienti MktgEventi Mafro Mele & Partners, e l'astrologo Stefano Vigni. **26** La giurista Simona Fedele, beauty editor di F. **27** La 8-gli Emilie Foullois, influencer e special dj per Marie Claire. **28** Valeria Di Fiore, Direttore Generale La Prairie, con la giurista Maria Caramelli, beauty editor di Glamour. **29** Franca Siva, pr manager Chaire Italia. **30** Laura Bossi, Torino, creatrice dei profumi hotelli per la serata. **31** Eva Bardarelli, pr manager Collistar. **32** Filia Arino, brand manager Estée Lauder e Tom Ford, con Edoardo Bernaschi, Ad e Direttore Generale Estée Lauder. **33** Il team Beauty & Luxury Nikola Blagovicki, mktg manager, Bona Rod, pr manager Peter Glade, Ad-Ceo, e Carl Tanner, mktg manager. **34** Paola Zamboni, coordinamento beautyHeort, Antonella Guai, beauty consultant Giòia, e Andrea Berni, beauty editor di Cosmopolitan. **35** Cristina Torlaschi, beauty editor di Marie Claire. **36** Sabrina Bottono, beauty editor di Elle. **37** La giuria, da sinistra: Antonella Guai, Angela Croce di D&L, Stefania Bellinazzo, Maria Caramelli, Francesca Varasi, Cristina Torlaschi, Simona Fedele, Sabrina Bottono e Andrea Berni. Si ringrazia per arredi e cadeaux Kartell.