

## Press Release for Paris Fashion Week

### **Cosmetics label CATRICE debuts at Paris Fashion Week and continues its collaboration with Kaviar Gauche**

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After five successful seasons at Berlin Fashion Week, CATRICE is taking Paris Fashion Week by storm for the first time: as the official partner and make-up sponsor it will be supporting the Berlin design couture label Kaviar Gauche. On October 4th the designer duo will be showcasing their new collection for 2016 in the Salons France-Amériques in Paris. CATRICE and Kaviar Gauche are both thrilled about their collaboration in an international context.

“We are really happy about the continuation of our cooperation with the designer label. Just like CATRICE, Kaviar Gauche stands for a genuine love of detail, femininity and elegance,” says Dagmar Riedel-Keil, Marketing Director of CATRICE, and adds: “The partnership between fashion and beauty is an important part of CATRICE’s innovative brand philosophy.” The cosmetics brand updates its collection twice yearly, replacing a quarter of its products, to ensure that in addition to the classic nuances, the trend colours from the international runways are also reflected. The high quality products are available in 50 countries worldwide. For Paris Fashion Week CATRICE will be cooperating again with the successful make-up artist Loni Baur as head of make-up, to develop and apply the trend-setting beauty looks for Kaviar Gauche.

Kaviar Gauche has already firmly established itself in Paris, presenting its collections alternately in Berlin and in Paris each season. After the label cooperated with CATRICE at Berlin Fashion week last January, the cosmetics brand will be supporting the designer label for the first time in Paris. Last year the fashion label celebrated a milestone – a whole decade in the business. The recipe for their success: Kaviar Gauche consistently delivered on their promise: unconventional luxury, with feminine classic elements and revolutionary details, combined in an innovative way. The pinnacle of this fashion evolution was reached with the introduction of the Bridal Couture Collection.

This season, both designers Alexandra Fischer-Roehler and Johanna Kühl are looking forward once again to being supported by CATRICE. Further cooperations for the future, especially in terms of the development of collaborative make up collections, as in May of this year, are certainly not being ruled out.

“Kaviar Gauche is an established designer label, which, in addition to modern glamour, represents success and continuity,” says Mirela Abadi, the founder of Prag Agency.

The latest news on the upcoming cooperation, image material and further information can be found at this link: <http://catrice.fhnews.de/CatriceLovesFashionDE/>

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