

PRESS RELEASE

CATRICE is once again the official make-up partner of the lala Berlin Fashion Show

For the fourth time CATRICE is the official make-up partner of the lala Berlin Fashion Show. The Berlin label invites us to "Dinner with Cinderella", and presents a pure evening collection for the first time. The Red Carpet Line, "Midnight in Berlin", consists of nine evening dresses that are the stuff of dreams. Designer Leyla Piedayesh was inspired by the fairy tale character Cinderella and says: "Even as a child I was enthralled by fairy tales; and especially Cinderella's wonderful dresses. Today my daughter loves this fairy tale world too - this inspired me to create my own kind of modern Cinderella". The models will be professionally styled using CATRICE beauty products. The lala Berlin Fashion Show, "Midnight in Berlin", will take place in an exclusive atmosphere in the recently opened Restaurant Crackers, on 19 January, 2015, as part of the Mercedes Benz Fashion Week Berlin.

"We are delighted to be the make-up partner at this special presentation by lala Berlin again", says Dagmar Riedel-Keil, CATRICE Director of Marketing, adding: "This time we are especially excited about Leyla's collection, which enters completely new territory with a Red Carpet Line".

The successful partnership between lala Berlin and CATRICE began with the lala Berlin Fashion Show S/S 2014. Since then the look of the Lala Berlin collections has been exclusively completed using CATRICE products. There have also been two successful limited editions resulting from the collaboration: "lala Berlin loves CATRICE" and "lala Berlin for CATRICE", a collection of limited edition beauty products, the development of which designer Leyla Piedayesh was heavily involved in.

About lala Berlin

lala Berlin no longer just stands for knitwear. The brand brings the chic style of the capital city out into the world. Unconventional and yet elegant. The Berlin fashion label founded by Leyla Piedayesh began in 2004 with an acclaimed knitwear collection. Today the brand is available in over 150 leading premium fashion stores worldwide. Leyla Piedayesh places particular emphasis on high-quality materials such as cashmere and silk, and fashioning them in a unique way. The brand owes its cult status to the desire to experiment with imaginative accessories, powerful patterns and striking prints. What began as a solo project has grown into a company with over 30 employees. In addition to its own boutiques in Berlin and Copenhagen, the collection pieces are also available from the online store on the website, www.lalaberlin.com.

About CATRICE

CATRICE is inspired by the trends of the fashion capitals of the world. CATRICE never misses a trend, must-have or detail. The range is impressive: A wide selection of colours with trendy and classic shades for a variety of looks. Products with high-quality ingredients, luxurious textures and innovative formulas. Premium quality packaging. The best value for money giving pure shopping pleasure. Twice a year, around 25% of the CATRICE range is replaced, so there is always something new to discover. Furthermore, the company's own Trend Division develops up to 14 limited make-up collections each year. The latest looks from the runway shows provide the inspiration for the make-up collections and are reinterpreted with beauty products by CATRICE. CATRICE – pure joie de vivre: inspiring, thrilling and diverse.

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