

Press Release for the Paris Fashion Week

Paris Fashion Week: The cosmetics brand CATRICE is continuing its collaboration with Kaviar Gauche

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After seven successful seasons at the Berlin Fashion Week, CATRICE is about to conquer the Paris Fashion Week for the second time. This season, the cosmetics brand will once again collaborate with the Berlin couture fashion label Kaviar Gauche as its official make-up partner. At the beginning of October, the design duo will be presenting their new collection for 2017 at the Fondation Mona Bismarck venue in Paris. Both CATRICE and Kaviar Gauche are absolutely delighted to be working together again in an international capacity for this engagement.

“We are very proud of this latest collaboration with Kaviar Gauche and the resulting make-up collection, which we developed together. It is great fun to unite fashion and beauty and show how creativity can be made in Germany,” states Dagmar Riedel-Keil, Director of CATRICE. Twice a year, the cosmetics brand updates 25 % of its range in order to capture the latest colour trends from the international catwalks in addition to classic shades. The high-quality products are available in over 50 countries around the world. For the Paris Fashion Week, CATRICE will be collaborating with the successful make-up artist Loni Baur as Head of Make-up to develop and realise the trendsetting beauty looks for Kaviar Gauche.

Kaviar Gauche has already established itself in Paris and currently only presents its designer collections in this fashion hotspot in front of an international audience. The secret of its success: Kaviar Gauche always lives up to its name: unconventional luxury united with classic, feminine elements and revolutionary details. The Bridal Couture Collection forms the peak of the label’s evolution in fashion.

This season, the two designers are once again happy to have CATRICE by their side as their beauty partner. “CATRICE stands for absolute professionalism and a wonderful collaboration. We are pleased to have the support of this fantastic and at the same time extremely cooperative cosmetics brand in Paris. After all, they have a beautiful and diverse range of products at their disposal,” say Alexandra Fischer-Roehler and Johanna Kühl. Future collaborations, especially in regard to developing further make-up collections together like in the early autumn of this year, are not ruled out.

“Kaviar Gauche is an established designer label, which stands for modern glamour as well as success and continuity,” states Mirel Abadi, founder of the Prag Agency.

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