

**CATRICE is launching its own online shop –  
and will celebrate it with a unique live shopping experience**

**October 2018** – Consumers have been looking forward to the launch of the new online shop for a long time and now it's finally here: products by CATRICE – including exclusive specials – are available online 24/7. To celebrate the launch, CATRICE is organising a special kind of live shopping experience on the 7<sup>th</sup> of October: Together with five influencers from the areas of "gaming", "fitness", "acting" and "lifestyle", CATRICE is presenting the online shop as a live shopping experience in a trendy Hamburg event and film location and is letting followers participate via various channels.

**A hands-on social media experience**

In a stylish setting that is individually tailored to the respective influencers Anne Bodykiss, Fata Hasanovic, Anne Menden and Susis Nerd Heaven, the influencers embark on a journey of discovery through the world of CATRICE together with one fan each and presenter Wana Limar (for MTV, among others).

This way, the live shopping experience creates a link between the offline and online worlds and offers viewers entertaining and charming insights into what is happening in and "behind the scenes" of the online shop. The complexity of the digital shopping world is diffused and portrayed in a humorous way. At the same time, viewers are made curious about the exclusive offers that the shop has to offer. When selecting the influencers, CATRICE deliberately chose not to rely solely on familiar faces from the beauty industry: the experience is intended to appeal to a broad target group and reflect the brand's multi-faceted range of products and trends – both online and offline. Each influencer embodies beauty and the joy of make-up in her own unique way.

**Exclusive products – all day every day**

If you want to choose your beauty products online and experience a digital shopping spree, the new CATRICE online shop is the place for you. In addition to the full range of products, beauty shoppers can also purchase CATRICE "Online Exclusive" products here – and have them delivered to their homes simply and conveniently with just a click of the mouse. From matte, metal or bronzing lipsticks to shimmering wow-drops that light up the cheeks and face in various shades, to a primer with shimmer particles for a radiant glow – the Online Exclusives in the CATRICE online shop leave nothing to be desired. Every month, consumers can look forward to new and exciting products here, making a visit to the online shop twice as worthwhile.

### **For women who love make-up**

The cosmetics brand CATRICE has a clear mission: to offer women around the world high-quality cosmetics products and make-up trends at affordable prices so that they can feel even more beautiful. The latest runway show looks inspire the make-up collections and are reinterpreted with CATRICE beauty products. A trend scout team travels through the world's major fashion cities and gains inspiration from the latest looks and international lifestyles. In this way, the cosmetics brand is always up-to-date and develops products based on trendy colours, innovative textures and high-quality packaging. Twice a year, around 25 percent of the CATRICE range is replaced and there are various Limited Editions throughout the year. No wonder, then, that the fast-paced brand with a desire for 24/7 availability is now also positioning itself in the online sector and offering consumers a further purchasing channel to choose from. Happy Shopping!

### IMAGE FILES

Press releases and image material can be downloaded from the following link in the Virtual Pressroom of cosnova: <https://pressroom.cosnova.eu/de/login>

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