

## Press Release for the Paris Fashion Week

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

- Défilé à Paris 2018 -

After nine successful seasons at the Berlin Fashion Week, CATRICE is now conquering the Paris Fashion Week for the third time. This season, the cosmetics brand will once again collaborate with the Berlin couture fashion label Kaviar Gauche as its official make-up partner. On the 29th of September, the design duo will be presenting their new collection for 2018 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 happy about this latest collaboration with Kaviar Gauche: just like CATRICE, the designer label stands for a love of detail, simple elegance and modern glamour – a perfect unity of fashion and beauty. Whilst creating the Beauty Looks for the show, we can let our creative passion unfold – and show the world 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 exclusively 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 innovatively combined 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. “Our collaboration with CATRICE is a perfect symbiosis. They have an incredibly diverse and high-quality range of products at their disposal and we can take full advantage of it. The CATRICE Team complements us perfectly as it is happy to cater to our requirements and offers extremely good, creative and feasible ideas. The ideal Beauty Look is absolutely essential to complete a collection and convey its statement,” say Alexandra Fischer-Roehler and Johanna Kühn. As a further highlight of the collaboration, the cooperation partners will launch a Limited Edition this winter.

#### **PRESS CONTACT**

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