

GRAZIA
INTERNATIONAL NETWORK



Newsletter
JUNE 2013

Grazia Germany

**OPENING
NIGHT**



THE SH
EVERYONE'S HAS

A photograph of a fashion show runway. In the foreground, a male model in a black suit and hat holds a bouquet of white flowers, and a female model in a light-colored top and tan pants walks beside him. The background shows a blurred audience of people clapping.

OW S BEEN TALKING ABOUT!

From July 2 to 5, Berlin was the focal point for the international fashion scene when more than 50 labels presented their Spring/Summer 2014 collections at Mercedes-Benz Fashion Week. Once again, for the fourth edition, premium fashion weekly Grazia opened this special week with an exclusive preview show in the catwalk tent. The highlight of the glamorous evening was the exclusive sneak preview of 53 outfits from designer labels.

GRAZIA GERMANY OPENING

More than 750 invited guests - including celebrities, designers, models and business partners - attended the popular event. Besides the fashion show, the evening reserved many surprises for guests, from the large Grazia-branded inflatable handbag installation at the center of the tent to the distribution of dog-shaped balloons by super cool Grazia Girls and Grazia goody bags full of beauty products. During the evening a special Fashion Police team took pictures of guests and gave them a copy of the souvenir photo.



“THE DESIGNERS’ LOOKS ARE SENSATIONAL THIS YEAR, AND THE RUSH FOR OUR SHOW WAS BIGGER THAN EVER BEFORE”

Claudia ten Hoevel,
Grazia Editor-in-Chief



G NIGHT



LEFT: from left: Astrid Beeker (Grazia ADV Manager) and Claudia ten Hoevel (Grazia Editor-in-chief).



GRAZIA GERMANY OPENING



AN
UNFORGETTABLE

NIGHT





After the show, the evening continued with the Grazia cocktail party at an exclusive location in downtown Berlin. Moroccan Oil, the beauty brand and one of the sponsors, even set up a makeup and hair styling area. Sipping excellent Veuve Clicquot, the Grazia team celebrated with guests the amazing success of the entire project.

Claudia ten Hoevel, Grazia Editor-in-Chief was quite satisfied with the results. "We are delighted that so many friends, sponsors and designers came together to celebrate the opening of the fashion week with us, and we hope everyone has a great week in Berlin," she said.

Guests were delighted to receive a goody bag with the famous Glossy Box prepared in cooperation with Grazia at the end of the evening.

BEAUTY BOXES



GRAZIA CHINA

GLAMABOX @ GRAZIA NEON PARTY



On the occasion of the “Fluorescent Colour Party”, held at Horizen Lounge, Glamabox was one of the protagonists. After the party, photos of GraZIA readers, who participated in the event, were posted on the website and Weibo for readers to vote and follow. Glamabox, a glamour box containing beauty products selected from multiple brand by beauty experts, provided nice gifts to the most popular top 3.





GRAZIA GERMANY

GLOSSY BOX & GRAZIA

For its first partnership with a fashion magazine, GlossyBox chose Grazia! The brand has agreed to include the Grazia Beach Pocket issue in its box, which was shipped, in a special GRAZIA design, to approximately 40,000 German subscribers of GlossyBox and new Grazia subscribers. Great products from premium brands such as Shiseido, Montblanc, Astalift, Zoeva and SpaRituals were included. This promotion was backed by a strong media push through the magazine and Grazia's website and Facebook page.



GRAZIA SPAIN

MINI BOX BY L'OCCITANE

The beauty brand L'Occitane, in cooperation with Grazia Spain, organized an exclusive launch on June 18th. Fifteen Grazia Club readers and their 'plus ones' were invited to the L'Occitane store, where the Grazia Mini Box by L'Occitane, designed by a popular Spanish illustrator, was presented in a preview. For those who didn't have the luck to attend this event, the mini box was given as a gift with any purchase over 15 euro, made in all L' Occitane stores (if people presented Grazia Magazine) or at www.loccitane.es (giving Grazia code) from June 19th to July 3rd.

GRAZIA BEAUTY

GRAZIA ITALY

SKIN CARE MASTER 2013 SEPHORA BY LANCÔME

Grazia and Grazia.it is the media partners of an exclusive beauty competition – the Skin Care Master 2013 Sephora by Lancôme.

The contestants of this ultimate beauty challenge will use their skincare secrets to outdo the others and win the title of “Sephora Skin Care Expert”! Fifty of Sephora’s most talented skin care experts were chosen

from a field of 500 colleagues and divided into three groups. On June 25, 26 and 27th, they met with Lancôme’s skincare wizard Claudio Fratone and participated in his workshop held at Maison Lancôme in downtown Milan.

But the challenge doesn’t stop here. The 50 beauty experts will be the protagonists of new appointments, with the active participation of Grazia and Grazia.it.

In the meantime, Grazia.it users can send in their photo and a short description for the chance to be chosen mystery shopper for Sephora by Lancôme and once again put the aspiring skin care experts to the test!



INIZIATIVE SPECIALI

SICUREZZA

FIOR DI PELLE

italiane s'informano
si curano. Perché
pelle è il primo
lietto di visita

nicola Lenti

che emerge da una recente statistica di L'Oréal
di profini skin care della donna europea ci dicono che
delle italiane è tendibile al tema della pulizia del
che, almeno una volta al giorno, le affrontano (e
solo di un poco alla francese, al passo: prova la
rimane alla skincare. Tra donne su quattro in Italia si
ratto, ma meno di una su due usa prodotti struccanti.
però, almeno il 77% si prende cura del proprio viso
maggiore parte di loro utilizza creme idratanti, seguite
rodotti anti-età. Al c'è una strada, invece, si dedica
ritorno in skin. Come dimostrano i dati, la cura della
oggi le pare della routine quotidiana. Un'alternativa
la cura della pelle di prodotti invece fatti si che sposta
benefici sia praticamente impossibile. Quelli che è
chiesto è l'apporto delle donne verso il rituale skin
La pulizia rimane? Conosciamole.

INTERVISTA DEL DERMATOLOGO
prodotta di Cosma Rigon, presidente dell'Associazione
Dermatologica Italiana

Come ti curavi oggi il rapporto delle donne con la
propria pelle?

«Le donne vogliono conoscere la propria pelle e
curarsi». Grazie al lavoro di squadra di dermatologia,
scienza scientifica, divulgazione del tema pelle sui media
l'industria evoluzionista dell'industria cosmetica, hanno

sempre più consapevolezza e possibilità di diventare re-
spetto alle proprie esigenze. In generale, dai 40 anni in
si sono attratti dal cambiamento e stimolare a provare
le novità ma spesso, dopo un'initiale entusiasta, servono al
consiglio dell'esperto che ha proprio la funzione di filtrare
il surplus e consigliare il meglio. Per questo riguarda le
tenager, molto vogliono intervenire sulla propria pelle
senza una necessità o quasi senza guidate correttamente
nella beauty routine».

2 *Le principali routine?*
«Vogliono sapere tutto della tipologia della loro
pelle, non ci sono più solo le macro-aree (spalle,
siena, grocco o torcibile), ma vengono ultra spaci-
fiche. Le donne desiderano che venga riconosciuta l'unicità
della propria pelle, che richieda trattamenti personalizzati e
semplici da usare».

3 *Da quali prodotti sono attratti?*
«Sono in continua evoluzione: cercano le trame
più innovative, le tecnologie più sofisticate. La
ricerca si concentra "fior di giornata" affatica e
corregge. Comunque vogliono prodotti sicuri a prova di
allergia, testati e che sono piacevoli nell'applicazione ma,
soprattutto, che danno risultati rapidi. Le donne italiane
hanno aspettative concrete sui prodotti skincare e un senso
strenuamente e limitato».

Foto: M. della
Industria
cosmetica,
Fotografie
Mondet &
Lombardi
di M. della
Industria
cosmetica

In Europa

77%

Le donne italiane si informano
sulle proprie esigenze e si curano
con prodotti skincare e un senso
strenuamente e limitato».

GRAZIA INDIA

“Summer in Clinique”

Summer In Clinique is a much loved concept that helps people enthusiastically embrace summer! For this reason, two of Grazia India's favourite Mumbai bloggers invited selected readers to participate in the first “Summer In Clinique” event, where Clinique experts provided summer skincare and makeup consultations to readers at the brand's store in the Palladium mall, in Mumbai. Readers also had the chance to preview fabulous upcoming products from the brand.



STYLE'S TRAININGS



GRAZIA SPAIN

STYLE CLASSES WITH HOSS INTROPIA

For the first time in Spain, 20 Grazia readers and also loyal customers had the chance to enjoy an exclusive presentation of the new Hoss Intropia collection. Readers had to visit Grazia Club and answer a question to be able to participate in. The event was held in the Hoss Intropia flagship store on Serrano street, in Madrid. While attendees enjoyed a drink, Grazia Spain's Fashion Editor presented the selected Hoss Intropia looks, worn by 12 models. Plus, with every purchase, guests received a free vanity case or a bag.



GRAZIA MIDDLE EAST

The MOST stylish reader

Grazia Middle East did an exciting photo shoot with its Grazia Style Awards' "Most Stylish Reader" in Hong Kong, where she won a shopping trip courtesy of the Hong Kong Tourism Board. The winner browsed the Hong Kong boutiques and showed off some of her favourite locally-inspired purchases. Hong Kong, one of the world's premier shopping destinations, is perfect because it promotes local designers and provides them with special malls to showcase their works.



FASHION CAMP 2013 WITH GRAZIA.IT



GRAZIA.IT

The 4th edition of Fashion Camp was held in Milan on the weekend of June 7th and 8th. The fashion event for the general public included meetings, conferences, bloggers and workshops. The relationship between fashion and new technologies was the theme for the fourth edition.

Grazia.it was present with a special media partnership and a contest for aspiring IT bloggers that was launched at the end of May through the Blogger We Want You network. Contestants just had to interpret a photo post of one of the season's trends. The five finalists invited to Fashion Camp posted their comments, which were voted by the public online. On the last day of the contest, we'll choose our future IT blogger!

IN STORE EVENT

BE THE FIRST @ GALERIES LAFAYETTE



GRAZIA FRANCE

Summer sales arrived and for the occasion, Grazia is collaborating with the famous Galeries Lafayette of Paris! On June 26, the day the sales started, 3 Grazia Girls distributed to the first 500 customers 500 shopping bags with Grazia-branded headsets and a copy of the current magazine issue. For the promotion, Galeries Lafayette issued a press release and offered a 20% discount on a Grazia magazine subscription through its website!



COUPON ACTIVITIES

GRAZIA SPAIN

KIEHL'S GIFT FOR YOU!

Grazia has joined Kiehl's, the skincare specialist, to offer in exclusive Skin Rescuer, the world's first treatment which is able to treat all stress-related skin problems. To receive a deluxe sample, the reader could visit a Kiehl's shop, presenting the coupon from inside the Grazia magazine, or they could request it on the website www.grazia.es. Kiehl's experts also welcomed readers and offered skin consultations. Anyone who bought Skin Rescuer and spent at least €35 euro received as a gift a set of Kiehl's samples.



GRAZIA UK

Special discounts @ H&M and American Apparel

Grazia had two special promotions for all readers in June: 25% off at H&M and 25% off at American Apparel. Grazia worked closely with both brands through the social media and magazine where it could get across the message, push sales and create more awareness. Both offers were mentioned on the front cover to attract readers and encourage them to pick up the magazine at retail.

