

JEANNE ARTHES

PARIS

www.cosmoty.de

Beauty & cosmetics website

Jan 2011 – launch of Amore Mio in Germany

⇒ High visibility of the brand Jeanne Arthes and the novelty Amore Mio on Internet :

The screenshot shows the homepage of Cosmoty.de. At the top is the logo and a navigation menu with categories: HOME, FRISUREN, MAKE-UP, PARFUM, PFLEGE, and WELLNESS. The main content area is divided into several sections:

- NEWS:** A headline reads "AMORE MIO: SÄUERLICHE UND SÜßE AROMEN ERGEBEN EINEN SEXY FRÜHLINGSDUFT". Below it, a sub-section for "Arthes" features the text "Amore Mio: Säuerliche und süße Aromen ergeben einen sexy Frühlingduft". To the right, a box lists "Im Handel erhältlich ab: Februar 2011", "Mehr Infos über die Marke: Arthes", "Beauty-Suche: Arthes Amore Mio", "Beauty-Lexikon: Eau de Parfum, Ingredienzien, Basisnote", and "Mehr News im Januar 2011" with a "Tweet" button.
- GOOGLE-ANZEIGEN:** A box titled "Über 300 ätherische Öle" describes a wide selection of bio-ware products at low prices, with the website www.baccararose.de.
- TREND-REPORT FRÜHJAHR/SOMMER 2011:** A section with three images and labels: "Frisuren", "Make-up", and "Parfum".
- BEAUTY-SUCHE:** A search bar with a "Suchen" button.
- Lalique Parfum Onlineshop:** An advertisement for Lalique perfume, stating it is available from 25 Euro (D) with free shipping, and is fast, reliable, and cheap. The website www.kosmetikkaufhaus.de is mentioned.
- Über 300 ätherische Öle:** A section header for the bio-ware products.
- ARTHES Amore Mio - Der Duft:** A detailed description of the perfume's scent, mentioning notes of Granny Smith apple, black currant, Italian lemons, and litchi, along with a base of tonka beans, exotic woods, and musk.
- ARTHES Amore Mio - Der Flakon:** A description of the perfume's packaging, highlighting the pink box with butterfly and leaf motifs and the heart-shaped glass bottle with a silver snake-shaped cap.
- Google-Anzeigen:** A section for Google Ads, featuring a "BEAUTY INSIDER" box with news about Bobbi Brown Live-Chat, Women's Day Soap, and models.
- COSMOTINAS KOLUMNE:** A section titled "Wie sinnvoll sind Ziele fürs neue Jahr?" with a photo of a woman and a call to action to "jetzt lesen".

**ARTHES Amore Mio,
Eau de Parfum, 100 ml ca. 9,95 Euro***

ARTHES Amore Mio ist **ab Februar 2011** im Handel erhältlich.

*unverbindliche Preisempfehlung des Herstellers
Preise liegen allein im Ermessen des Handels.

(Quelle: Arthes)