

# The dazzling launch of Ghost Luminous

The UK press launch for Ghost Luminous took place at The Haymarket Hotel, London in early February. Key members of the press were invited to immerse themselves in a true inner light experience to grasp the meaning and understanding of the new fragrance

Shelley Smyth, Managing Director Selective Beauty welcomed everybody to the launch and then introduced Will Andrews, P&G Prestige Fragrance Scientist, who described the fragrance's composition and the inspiration behind its creation.

In an interactive presentation, Will explained the individual importance of each note before inviting everyone

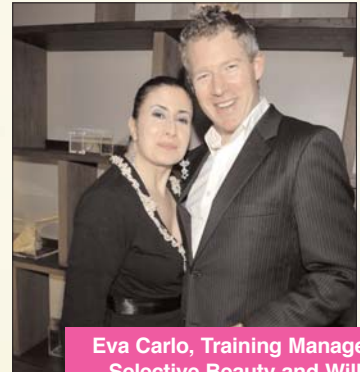
sailed on the pool. Whilst those brave enough had the opportunity to truly find their inner light with a personal reading in

a secluded setting with two aura specialists. On leaving the event, each guest received a beautiful silver Ghost necklace, press information and a 50ml Ghost Luminous EDT all contained in a Ghost bag.

*To celebrate the launch of Luminous, the wonderful new fragrance from Ghost, all editorial pages this month are printed on Ghost Luminous paper. See also the stunning visual from Ghost Luminous on our centre spread.*

*(Right): Shelley Smyth (far right) with members of her Selective Beauty team: Derek Graham, Area Sales Manager, Joanne McGarry, Financial Controller and Pepita Stonor, Human Resources Manager*

Eva Carlo, Training Manager, Selective Beauty and Will Andrews, Fragrance Scientist, P&G Prestige Products



Will Andrews with Selective Beauty's, Paul Saayman, Marketing Manager and Tracy Beer, Sales Manager



Jonathan Charles, *esprit* and Shelley Smyth, Managing Director, Selective Beauty. *(Above):* Selective Beauty's Johanna Livijn, Brand Manager and Susie Mills, Key Accounts Manager, with Debenhams' Chetna Ruparelia and Mike Morely

to experience the complete fragrance. Fragrance blotters, revealing each of the main notes and apothecary jars containing a selection of the most important ingredients used to create Luminous provided further interaction for journalists and publishers to enjoy.

The guests' personal dreams and wishes were written on lanterns and

Selective Beauty's Kirsty Lewis (centred) with Tanya Semikoz, Harpers Bazaar and Vanessa Miedler, Tatler



Evie Leatham, *Easy Living*, Vicki Norton, *Glamour*, Kirsty Lewis, Public Relations Manager, Selective Beauty, Lauren Murdoch Smith, *Grazia* and Laura Tucker, *Easy Living*



# esprit has PR covered

**mymarketmonitor.com, the brilliant online media and market intelligence facility, is to provide *esprit* with telling insights which will reveal how successful brands are in getting their PR messages into the leading national newspapers and consumer magazines**

No other research and information facility allows brands to see exactly how they are performing against any



**mymarketmonitor researchers measuring beauty coverage in the UK's top 100 national and consumer titles**

competitor in both PR and advertising. It

also enables its subscribers to identify which magazines give them the most support.

*esprit* is seeking to develop a series of relationships with leading market information companies and the agreement with mymarketmonitor.com helps meet this objective. mymarketmonitor.com's contributions will strengthen the magazine's product feature coverage and will enable *esprit*'s readers to clearly identify trends both in terms of product type and editorial treatment. "It is a fabulous

business tool for PRs and brand managers, says Jonathan Charles, Publisher of *esprit*. "Good PR is vital for the success of brands in our industry and anything that helps them understand the media better must be a great asset for them. I suppose some consumer magazine publishers will be less in favour of the system as it allows their advertising clients to compare their PR column inches to those of their rivals but, as a trade magazine our role is to provide as much authentic information as we possibly can to assist the commercial performance of our subscriber companies. If I was working for a brand I would definitely use

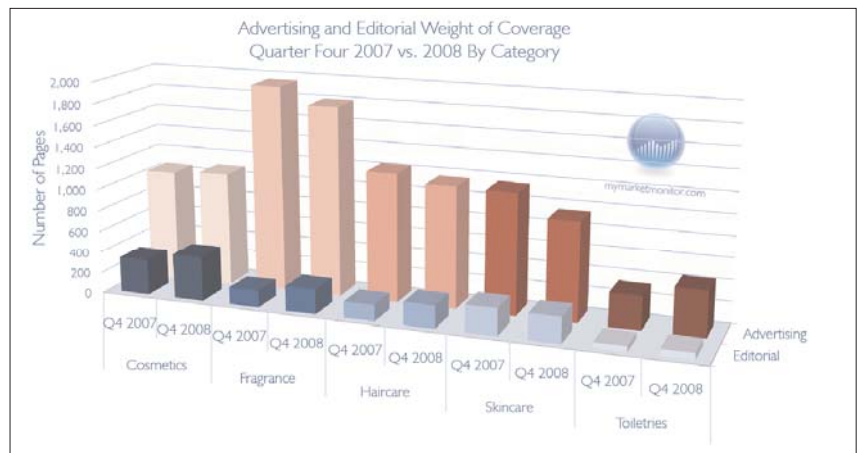
this fantastic service, there is so much you can learn from it."

mymarketmonitor.com has begun its contributions with a look at PR coverage comparing the last three months of editorial and advertising from 2007 and 2008 - (see graph below).

Across editorial (front row) it was a healthy year for the majority of beauty categories, especially for fragrances where coverage has increased by 47% compared to the last quarter of 2007. However skincare has seen a slight fall of 4%.

Across advertising (back row) we can see that there was a decline across most categories, the sharpest of which was also in skincare at -18%. Only toiletries saw an increase in advertisements placed, rising 34% due to an increase in deodorant and liquid soap advertisements.

**For further information visit [mymarketmonitor.com](http://mymarketmonitor.com)**



## Luxury goods present to key media

**All Present & Correct, 1st July, will provide a select number of luxury brands with a special opportunity to present their products to journalists from the UK's top consumer publications and broadcast media**

AP&C makes it easy for the press by providing a mini-expo of beauty, gift and lifestyle brands all under one roof, saving journalists time and providing great story ideas for Christmas features and product news stories.

The exhibition now in its fourth year has been moved to The Royal Society of Arts, in John Adam Street, just off The Strand in London WC2. The exhibition is open to companies of all sizes. Space

costs are less than £1000 (including VAT), a relatively small investment for an exhibition that could help realize months of press coverage.

Karen Berman, organizer of AP&C says it is an opportunity for all PRs to promote their brands cost effectively. "It takes the hassle out of organizing your own event or making separate visits to publishers." For further information: [www.apandc.co.uk/info@apandc.co.uk](http://www.apandc.co.uk/info@apandc.co.uk)