



Ineke Press Events and Personal Appearances

In Store Animations / Events



Mayfair, Moscow, Russia



KaDeWe, Berlin, Germany

Personal appearances :

Ineke on the selling floor with beauty editors, sales staff and customerssmelling through fragrances and raw materials. Events have been held at:

- Liberty, London, England
- Mayfair, Moscow, Russia
- Mussler, Stuttgart, Germany
- Beauty Affair, Dusseldorf, Germany
- KaDeWe, Berlin, Germany
- Takashimaya, New York
- Perfume Mendo, Mendocino, CA
- Azalea, San Francisco, CA
- Illum, Copenhagen, Denmark

Special Events – 7x7 Best of San Francisco



Ineke's perfume line was selected as «Best of Beauty» in San Francisco by 7x7 Magazine

One of 20 brands asked to exhibit at a special «Best of the City» event

We presented our perfumes alongside the key flowers and raw materials contained in them

Three key results :

- networking with local business community, including retailers and press
- direct connection to local consumers
- increased hits and sales on website



Special Events – Pitti Fragranze, Florence, Italy



The Ineke line has been exhibited at Pitti Fragranze in Florence in Sept. 2007, 2008, 2009 and 2010

Three key results :

- introduced to many individual store buyers, mainly in Italy, accelerating growth in the Italian market
- introduced to several beauty editors of Italian magazines, resulting in multiple articles
- networked with the European fragrance industry, resulting in a distribution partnership with Soling in Russia

Press Events / Desksides



One-on-one meetings with key magazine editors

over 100 face-to-face interviews with magazine editors

•over 300 articles published

