

Press Release

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Pierre Dinand + Tim Girvin

Collaboration of two top designers forms the shape and visual language of a new prestige brand for fragrance.

New York, NY, May 17, 2004—Today it was announced that two world-class designers have formed a creative alliance to formulate brand design programs for prestige beauty and fragrance clients worldwide. The collaboration called **Pierre Dinand + Tim Girvin: Brand Design Masterworks** allows living legend Pierre Dinand (France) and award-winning designer Tim Girvin (US) to achieve an unparalleled confluence of strategy, style and aesthetic vigor.

Each designer is enormously successful in his own right and brings decades of experience to **Pierre Dinand + Tim Girvin**. Pierre Dinand has designed nearly half of the perfume bottles manufactured in the world—his personal portfolio represents over 400 bottle design programs. His experience has launched classics with Dior, YSL, Paco Rabanne, Rochas, Givenchy, and CK.

Tim Girvin's broad creative brush has created identity programs, movie designs and packaging expressions seen by billions of people worldwide. For over twenty-five years, Girvin's work has been gracing the covers of magazines, movie posters, and goods of all types—from luxury to mass market. Girvin is known for his design work on Hollywood films such as Braveheart and The Matrix, among nearly three hundred movie titles. Girvin's team has also created brandmarks for Estee Lauder, Nordstrom, and Bloomingdale's.

The two designers met by coincidence in Paris, at the small shop Pierre Dinand shares with beauty and fragrance consultant Catherine Disdet. Dinand and Girvin immediately struck up a friendship, which has grown to become a powerful collaboration. The work of Pierre Dinand speaks to the senses through scent and touch. Girvin's work speaks with the subtle strength of language coupled with vivid color and imagery.

This alliance returns Dinand to the magic and strength of his legacy, while Girvin turns his attention to his exquisite intuition for what is perfect: in the moment, to the scent, to the personality of the brand, and its unfolding strategy into the marketplace. The mindshare of the two designers is expected to create a vessel and brand destined to hold the world's next great fragrance.