

NEW PRODUCTS, INNOVATION STIR THE MARKET

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Spark Seduction for Women and Spark Seduction for Men, he added.

The firm also is introducing its new men's brand, Realities for Men – a full line of men's fragrance and grooming products – next month. The full launch for the brand, including advertising and in-store collateral, is scheduled to take place in the first quarter of 2005.

Liz Claiborne Cosmetics has several plans for exciting new projects and promotions for the holiday season, with all its popular brands; — Realities, Spark Seduction, Curve Curve Crush, and Lucky You – offering consumers holiday promotional sets and gifts

with purchase at retail counters this fall.

Looking forward, the company has plans for creating even more fragrance excitement, and is currently working on two new launches for 2005, Spiro revealed.

The Fragrance Foundation plays a major role for the fragrance industry, introducing new concepts and taking a modern, dynamic approach,

stressed Laurice Rahme, a

Foundation board member for four years and founder and president of Bond No. 9, a fast-growing new line she introduced a year-and-a-half ago.

The Foundation builds awareness by informing consumers about fragrances' many intricacies, she noted. "The consumer sometimes is unaware of the many benefits, how to keep it, how to use it, etc. We need to continue to educate them."

Rahme explained Fragrance Week could bring the

same excitement the restaurant, wine and fashion industries brought to their markets with special weeks, building awareness and traffic. Fragrance Week could eventually go national, she suggested.

Rahme, a French native but 25-year resident of New York, paid homage to the city with Bond No. 9, which delivers the spirits and energies of different neighborhoods, including Little Italy, Chelsea Flower District, Riverside Drive, NoHo, Fashion Avenue, Chinatown, etc.

With new introductions in the coming seasons, including Little Italy during the month of October and Wall Street for the holidays, "Bond No. 9 will infuse the island of Manhattan with scents," she reported. "Think of it as a racy, all-purpose day scent – 'Eau de New York.'"

Named after the address of its boutique at 9 Bond St. in NoHo, Bond No. 9 operates three stores and is carried in select Saks Fifth Avenue locations, offering 21 women's, men's and unisex fragrances. "From the most audacious to the wittiest and most whimsical, they all convey courage and gutsiness that captures the uncompromising spirit of this grand-scale, fast-paced, hard-working, hard-living kaleidoscopic city."

Made of high 18-22 percent concentrations of pure eau de parfum, each bottle – a refillable European flacon of contemporary or vintage design – sports a lacquered New York subway token. "If New York were a bottle, it would look like this." Fragrances retail for \$40-\$45 per ounce.

Rahme noted New York now is the fragrance market's primary base. "Before when you thought about fragrance, you thought of Paris. Now you think about New York." Like New York, Bond No. 9 "had to be young, modern and edgy for the creative times."

Projecting as much as 50 percent increases at the end of the season, Bond No. 9 anticipates major growth. "When you have New York as a logo, how

can you go wrong?"

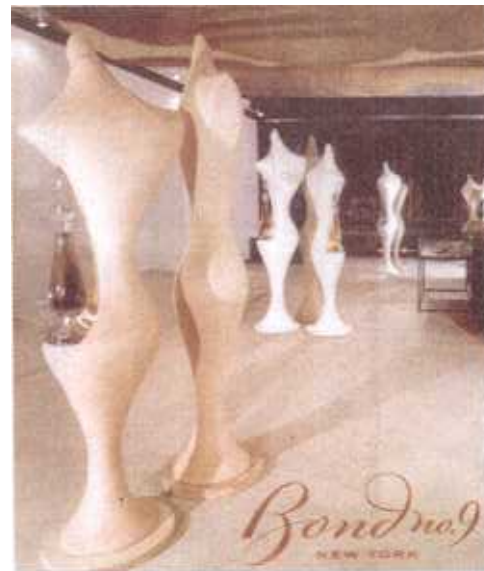
Special consumer events during the course of Fragrance Week will include custom blending at retail counters and a teatime where fragrances are matched to different teas (i.e., jasmine fragrance for jasmine tea). Rahme followed the wine industry in running her own fragrance testing sessions, similar to wine tasting gatherings, where groups of eight people can train their noses in the nuances of perfume, as they do in France.

The firm also invites consumers to create custom perfume blends, with personal recipes they can reorder or have modified.

The company's special promotions for Fragrance Week will include a banner on Fifth Avenue and a car with a fragrance bar touring the city and carrying shoppers to Bond No. 9 fragrance counters at its numerous retail locations.



BOND NO. 9



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