

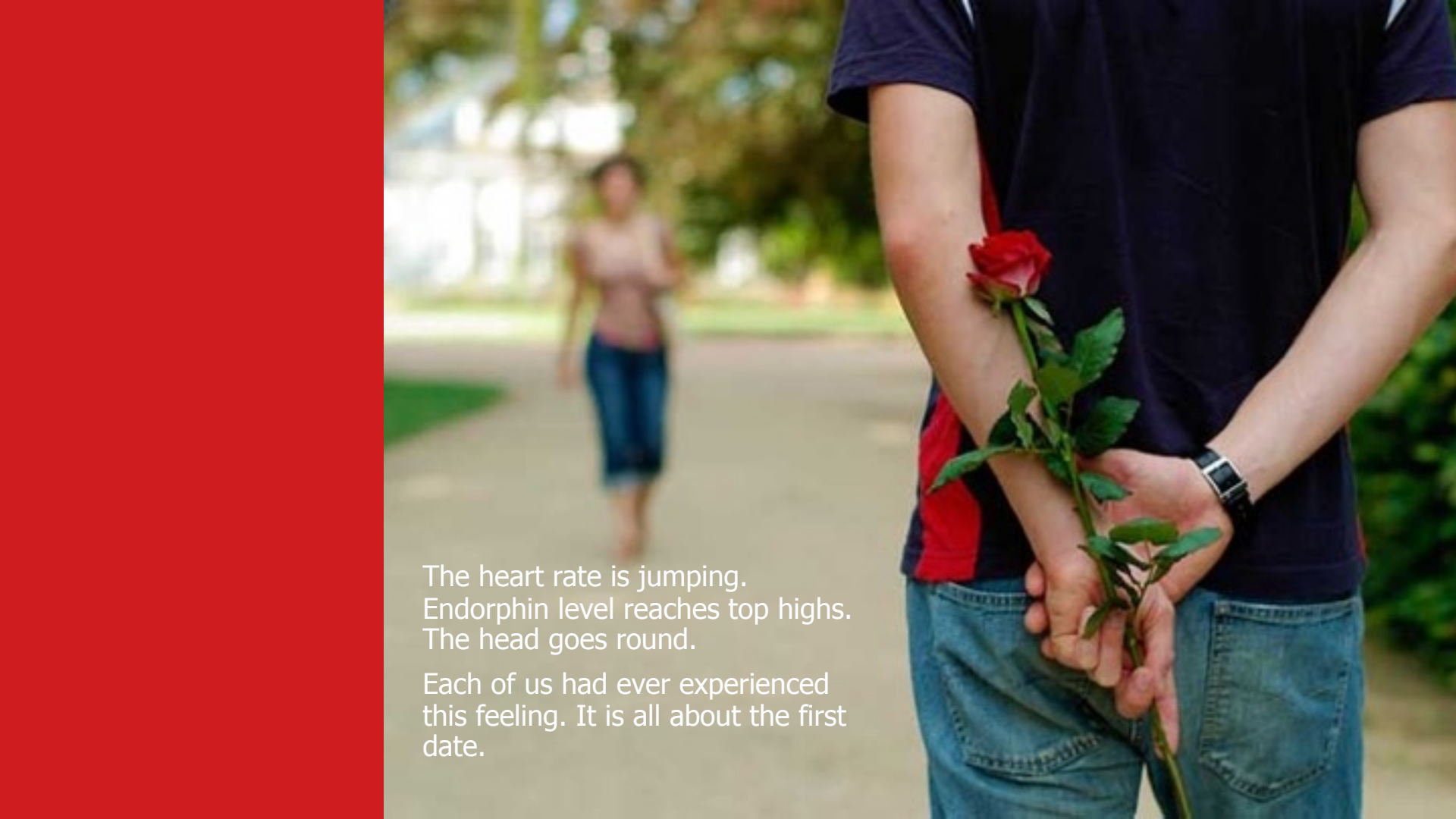


ARTISTRY FLORA CHIC



“First date”

Creative conception

A photograph of a man in a dark blue t-shirt and jeans, seen from behind, holding a single red rose behind his back. He is looking towards a woman in a light-colored top and blue jeans who is walking away on a paved path in a park-like setting. The background is blurred, showing trees and a building. A solid red vertical bar is on the left side of the image.

The heart rate is jumping.  
Endorphin level reaches top highs.  
The head goes round.

Each of us had ever experienced  
this feeling. It is all about the first  
date.

# Idea

The presentation of new fragrance will become a **First date with ARTISTRY FLORA CHIC** for our guests. This First date they will never forget!

There is no any eventuality at unforgettable First dates. Each step should be carefully thought-out by its planner. So our First date will be a well-considered magic. Just as a luxurious perfume composition.

Each stage of our event will be dedicated to one of three perfume notes of ARTISTRY FLORA CHIC:

- **Initial note** of our First date will have a smell of **French clementine** – the guests will get unusual invitations with real fruits.
- At the beginning of our event the guests will appear at beautiful Bagatelle Park – a place where spring reigns the whole year. Here they will smell the **middle note** – **Bulgarian rose**.
- **End note** – **Ylang-ylang** – will flourish at the end of our unforgettable date.





Initial note – Clementine.

You will never get a second chance to make  
a **First impression.**

# First impression Invitation

First impression is the most important thing. Just as an initial note at a perfume.

Our guests will get their first impression when they receive invitations to a date. In the middle of a working day each of them will receive a compliment – box of aromatic clementines with a hand-written invitation note and a theater ticket – specially designed invitation to a “ARTISTRY FLORA CHIC Premier”.

The guests will be noticed of a dress-code - “first date”. But what does it mean? It depends on your choice!





Box with 5 **mandarins**;

Invitation card as a love letter **written by hand**;

Envelope with the ticket to the **premiere**



Middle note – Rose.  
All you need is **Love.**



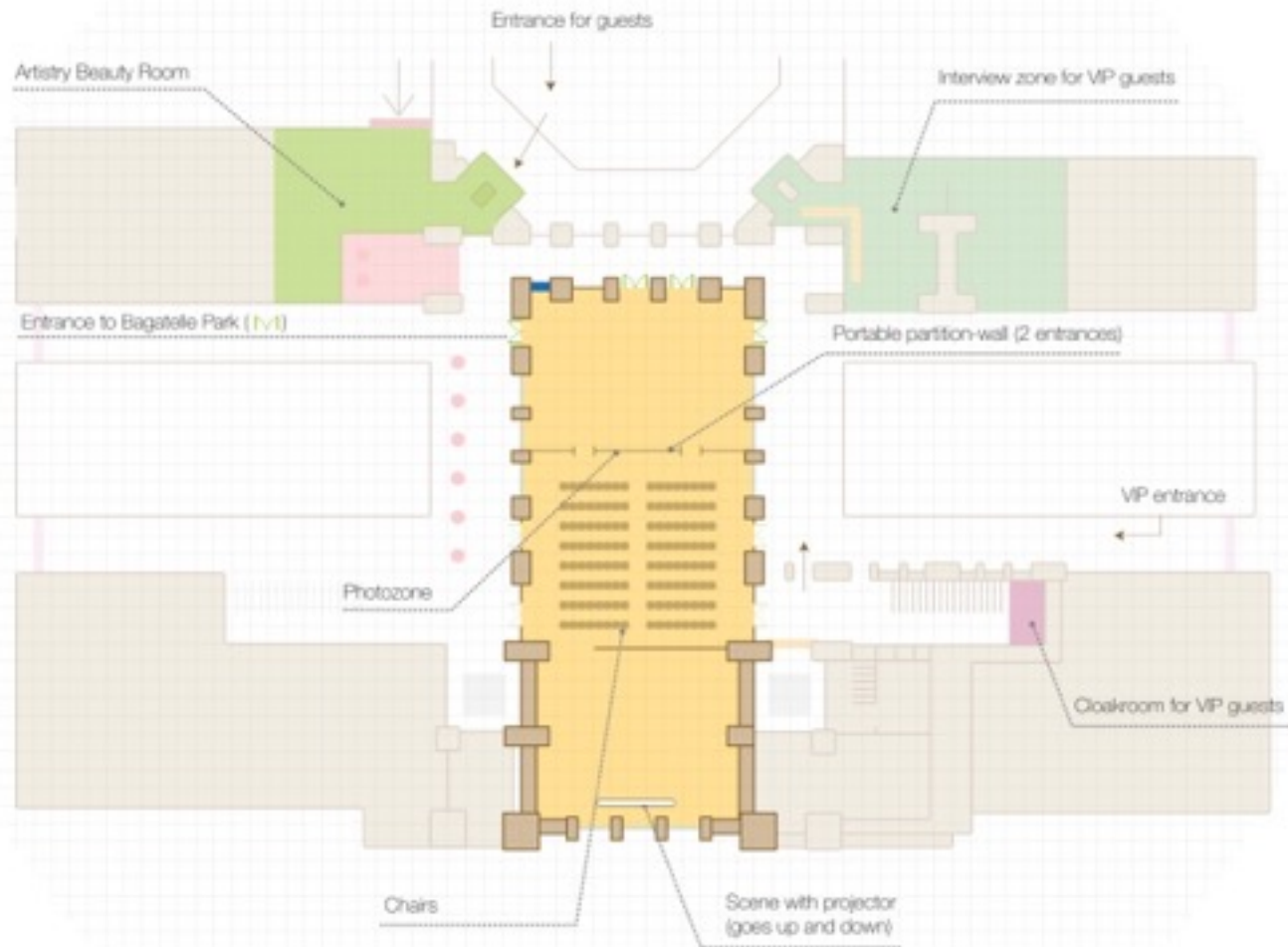
Finally, the working day is over. You rush to an important meeting.

Traffic jams. People around you. Urgent task to do.

Lack of time...

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Venue



# Getting ready for a date

You can't get ready for your First date?  
We'll help you.

At the lobby ARTISTRY beauty-team will make an express make-up and hairdo for our guests. While you enjoy your express beauty treatment our waiters offer you delicious snacks, champagne and other drinks.

This First date is going to be perfect!



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6 beauty spots in the GUM  
lobby near the mane hall

\*detailed scheme of the  
Venue on the page 21



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Interview room for VIP  
guests in the right lobby  
near the main hall



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This is not a dream.  
This is **spring** in Paris.

# Welcome zone - Bagattelle

Music band plays romantic music. Smell of roses takes your breath away. Fancy lanterns and benches arrest your sight.

Now you are at Bagattelle park – perfect place for a first date. Can you feel the magic of love?

Our guests will wait for the meeting in front of theater entrance - candles\*, croissants, macaroni and fresh coffee on small tables, french mimes greeting and complimenting the guests...



# Costumes for the staff



# Welcome activities

The guests will spend time at different activities in welcome zone – Bagattelle Park – before the main part of the presentation starts:

- They will make perfect photos at specially designed **photo zone** representing famous Bagattelle garden with roses with giant bottle of new fragrance.
- Get acquainted with the features of new fragrance at an **interactive zone** – floor projection with beautiful animation. When you step at any feature abstract animation starts to flourish under your feet. French mimes will entertain our guests and give roses to them.
- Try to touch the new scent at a special **tutorial zone** – artist will teach our guests to create small watercolor masterpieces. The guests will draw a bottle of ARTISTRY FLORA CHIC or a beautiful rose. This picture will become a love letter which they will be able to send to their beloved.

After welcome zone the guests go to the main hall - theater. At the theater entrance a ticket controller will greet them in French and check the tickets – their invitations.



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Photo zone with the art object

Stand near

Hide behind

Sit on the silk top of the flacon



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Bagattelle



# Music

Music will create an atmosphere of the First date. We suggest several tracks to play at welcome zone and at a final dance:

- ❖ [The best of Joe Dassin](#)
- ❖ [Zaz - Je Veux](#)
- ❖ [Patricia Kaas - Mon Mec a Moi](#)
- ❖ [Patricia Kaas - Mademoiselle Chante le Blues](#)
- ❖ [Anita Kelsey – Sway](#)



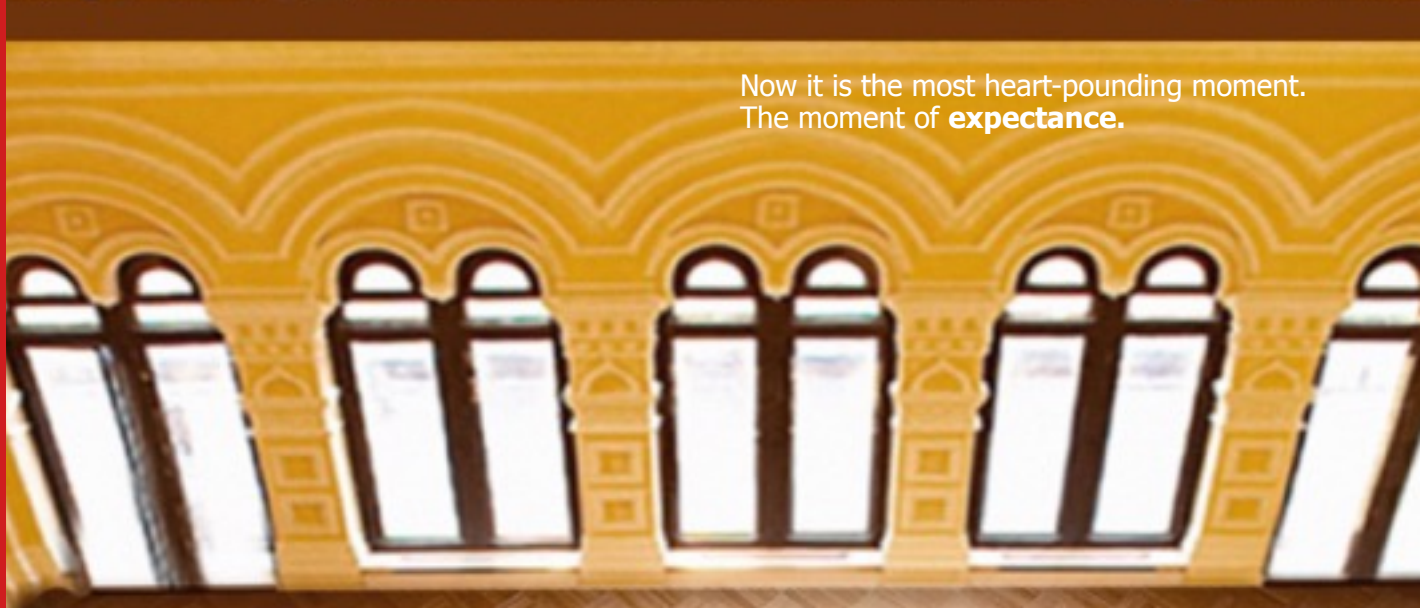
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The entrance to the theater. 2 doors will be opened at 8 pm



Now it is the most heart-pounding moment.  
The moment of **expectance**.



# Interactive show

Our first date will take place at a Paris theatre.

Theatrical performance will become the main part of an interactive show. The plot is common – the boy waits for a girl under a big clock. She is 15 minutes late, of course.

Suddenly the guests smell a wonderful scent - ARTISTRY FLORA CHIC, which appears from aroma-gadgets. Then the main heroine appears. She represents the fragrance.

Then the guests will see the story of true love, which is not subject to any circumstances and time has no power over heroes.

At the end of the performance heroes will appear among lovely roses in one of the most beautiful places – Paris park Bagatelle, where they will swear to be together forever.



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Theater

During the performance the main decoration is the back of the stage: Paris, the clock and the lights go the night



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Theater

Stage  
decorations



Theater

Press wall

On the  
entrance zone  
to the theater  
of the there,  
behind the sits.

Silk

Flowers

Art object



## High point

Can you imagine real romance without famous Paris symbol – street musicians?

Two musicians from welcome zone come to the scene and start playing a romantic melody\*. Our heroes start to perform a very beautiful dance.

This performance becomes a link between a theatrical show and official part.



# Presentation

After an impressive dance official part begins.

The music stops. The actors finish their dance. The public applauds.

After the curtain call Amway representative comes to the scene. The actors leave the scene. The presentation begins.

Amway representative greets the guests and tells a few words about the play.

This First date was magnificent. Let me get you better acquainted with your vis-a-vis.



Theater

During the presentation we use the main screen on the stage and 2 screens near the stage. Light is used to focus the speaker



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End note – Ylang-ylang.  
You can create your own  
**Inspiration** every day.

# Venue transformation

Now we reached a peak of our First date. Amway representative finishes her speech and invites the guests to come out of the theatre to smell the end note of ARTISTRY Flora Chic.

When they come out they smell a perfect Ylang-Ylang and watch a transformation of floral composition – now it is covered with yellow flowers of Ylang-Ylang. It is time to make new photos!

Stands with new fragrance appear. We finally met!

Mimes invite our guests to taste it and give beautifully packed gifts to them.

So after three stages of our unforgettable First date the guests will be acquainted with all three perfume notes of new fragrance.

Maybe it is time to make a next step?

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Ylang ylang flowers  
appears in the photo zone



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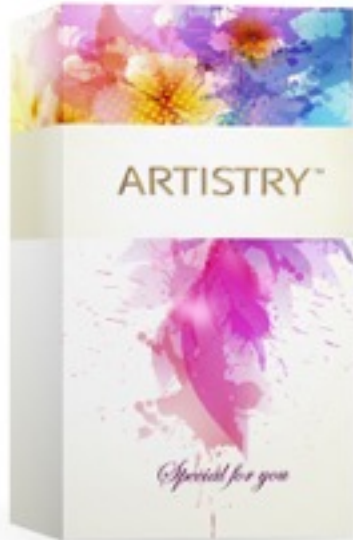
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Interactive zone with the artists and projections on the floor transforms to the testing zone



## Creative gift

At the end of presentation the guests get special gifts - ARTISTRY FLORA CHIC bottle in special gift box. This gift will become their everyday inspiration.





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Thank you!