

BEAUTY FASHION

for the people
of beauty

by Normita
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SPOTLIGHT ON DALLAS BEAUTY

GIRLS RULE WITH ROXY

Inspired by its daring, confident, flirty spirit of sporty, fashion-forward teenaged girls, who love such outdoors activities as surfing, snowboarding and skateboarding, Quiksilver's Roxy brand celebrated the launch of its first fragrance at Dillard's/North Park Mall in Dallas, Texas on Saturday, August 17.

A gorgeous Roxy display was set up in the Juniors' department where Roxy clothing was sold while another display was put in the fragrance department near the entrance of the mall where excited mall shoppers couldn't wait to experience the new scents of the season. Roxy partnered with IZZE Sparkling Juice for the launch event at North Park Mall.



P&G Prestige Products' Carla Bush and Chrissie Anderson looking stunning at the Roxy display

In the Juniors' department, school-aged customers personalized notebooks with Sharpies, Roxy stickers and IZZE stickers. The creative mind behind this bright, lavish set-up where customers worked on back-to-school folders was **Jeff Barratt**, P&G Prestige Products' Director of Retail Development, South West. Mr. Barratt first got the inspiration for the event when he saw his 14-year old artistic daughter Lauren take some plain, 2-pocket folders and embellish them with colored Sharpies and various stickers.

"Using free-hand script, my daughter wrote 'Princess' on one folder and 'Girl Power' on another. I thought this was very fun and clever," Mr. Barratt explained. "Marketing provided the sales force with these fantastic Roxy stickers that are bright and fun like the fragrance. The launch of Roxy at Dillard's coincided with the Texas Back to School Tax Free Weekend, and I thought that young girls (like my daughter) shopping for back to school would love taking these Roxy stickers and making their own school folders and perhaps purchase the Roxy fragrance."



P&G Prestige Products' Heather Lowry, wearing a Roxy dress, shares Roxy with these excited teen customers.

As the originator of team sponsorship for the girls' Quiksilver/Roxy Pro-Surfing and Pro-Snowboarding competitions and being the first of its kind to market a girls' surfing line, Roxy has an inspiring history of being both an extreme sports line and a trendsetter for girls. Similar to the lifestyle brand, the Roxy fragrance is also daring, confident, naturally beautiful, fun and alive. Mr. Barratt wanted to express these personality traits and styles in his promotion. "Besides appealing to girls going back to school, I wanted to also create an event that would capture this youthful, Roxy spirit," Mr. Barratt expressed.

Roxy's zesty citrus notes of velvety berries, magnolia, violet, lily of the valley, frangipani and ylang ylang combined with ambery musk truly make the scent irresistible. The captivating scent creates this vision of the naturally beautiful girl-next-door who is a true friend, a nature lover and avid competitor. Roxy comes in 1 oz. Eau de