

VP+C

VEEDER + PERMAN + CANIATO

OUR EXPERTISE

VP+C is an integrated marketing communications agency.

PUBLIC RELATIONS



BRAND STRATEGY + EXPOSURE
MEDIA PLACEMENT

EXPERIENTIAL MARKETING



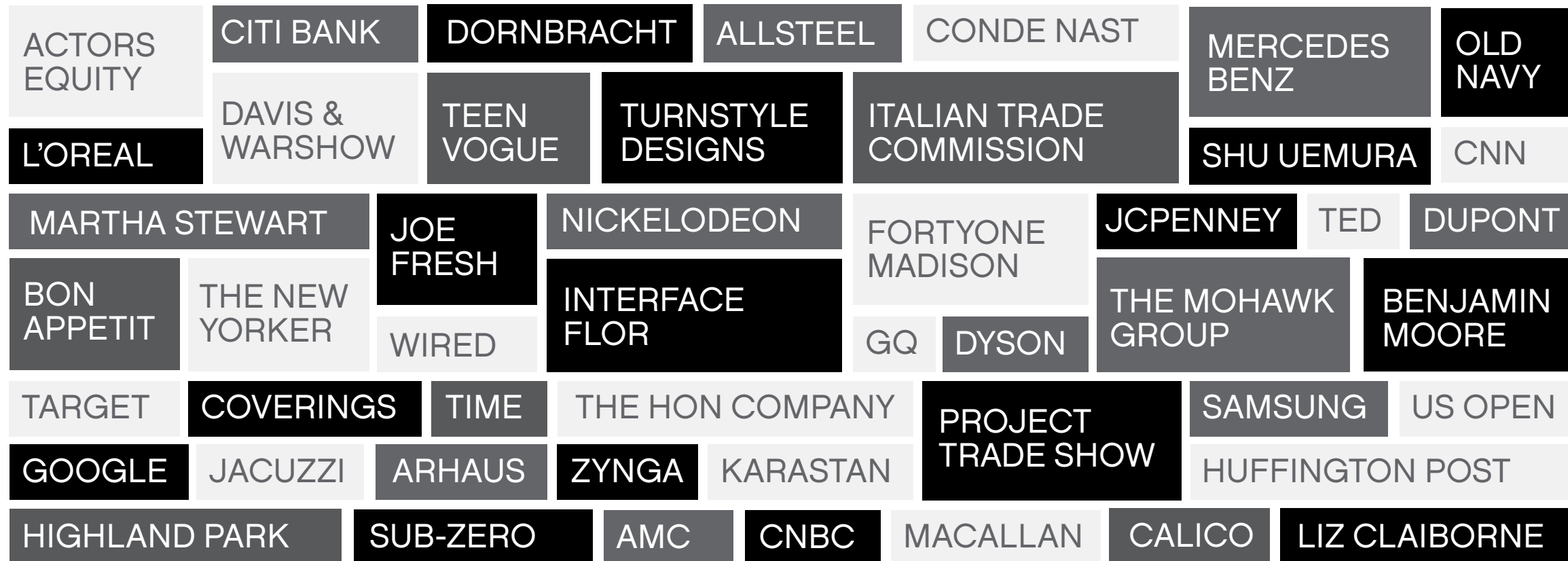
POP-UP SHOPS
EVENT DESIGN + PRODUCTION
GUERRILLA MARKETING + STREET TEAMS

DIGITAL INTEGRATION



SOCIAL MEDIA STRATEGY + MANAGEMENT
APP DESIGN + DEVELOPMENT
MEDIA + VIDEO GENERATION

OUR CLIENTS



THE PRINCIPALS

MARK VEEDER



Passionate and visionary, Mark has grown VP+C from the ground up to be an agency that pulls off miraculous marketing feats, fêtes and phenoms. No surprise, though, since this serious hobbyist gardener is as apt at cultivating lush landscapes as well as blockbuster ideas. His PR and Event Marketing businesses took root in 1991 after he left the monolithic PR agency Burson-Marsteller, and these entrepreneurial enterprises have flourished ever since.

ESTHER PERMAN



With untiring tenacity and drive, Esther has been a goal-setter—and achiever nearly her whole life. No surprise that she decided on a career in PR and has a rare Masters Degree in the discipline. But, it's her nearly four decades of experience that have earned her the stripes and the respect of the clients, press and peers she works with daily. She has scaled some amazing peaks in the profession, helping to launch new brands and reinvigorate classic standards, orchestrating ingenious publicity blitzes, and attaining headline news. Before partnering with Mark in 1998 (they began collaborating on business and share accounts seven years earlier), Esther handled corporate giants such as Seagram, Baccarat and Omega Watch.

MARGAUX CANIATO



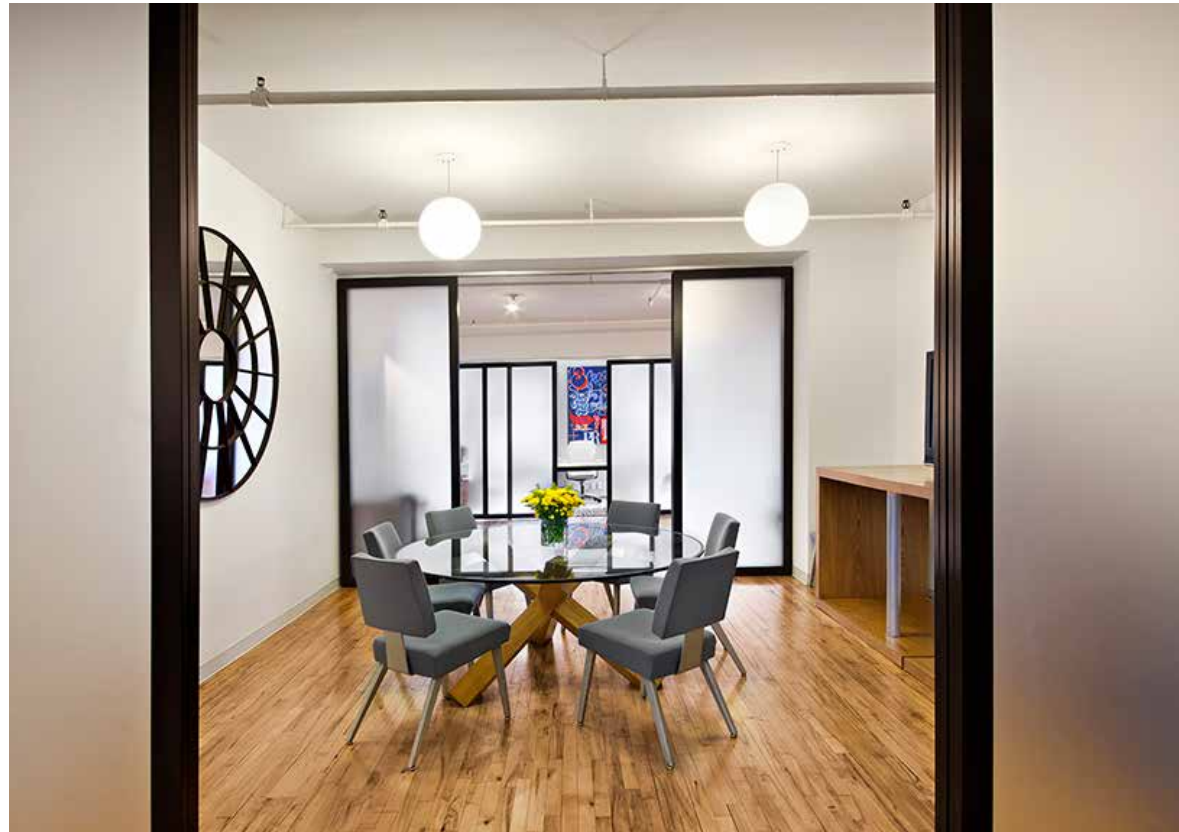
Named VP+C's Chief Innovation Officer in May, 2010, Margaux's addition to the management team marks a reunion of sorts. In 1999, she was a V+P account manager, leaving the following year for Liz Claiborne Inc. and what is best described as a meteoric rise in marketing communications and brand stewardship. Both at Liz Claiborne, and subsequently at Target Corporation, where she joined in 2004, she was part of the team behind design partnerships in multiple consumer channels.

LISA JASPER



Lisa has been putting an innovative twist on client campaigns and activations since her early days as marketing manager at the New York Design Center. With art and antiques in her blood and a passion for interiors, VP+C's SVP brings extensive knowledge of the design world and diverse experience to her position. In her previous position at Sparks Philadelphia, she developed and executed events, marketing programs and press launches in the U.S. and abroad for clients including adidas, TaylorMade, GE, the Commonwealth of Pennsylvania and Chantelle lingerie.

OUR TEAM



VP+C has 15 full-time associates based in its New York office, with an extended team of 10 perma-lancers and 20 regular freelance associates. Most of the full-time staff handles account management and business development, while others are dedicated to experiential marketing/events. A small in-house creative team handles graphic design, digital content development and event design.

VP+C's principals take a hands-on approach to clients, and senior staff is assigned to oversee each account, as well, so that clients are not left in the hands of junior account executives and interns. This top-down approach ensures that clients benefit from decades of PR and events expertise, as well as the energy and creativity of a fresh, dedicated team.



INTERIOR DESIGN

THE DECOR

CASE STUDIES

WHAT'S NEW | HOME TECH

IT'S ABOUT TIME

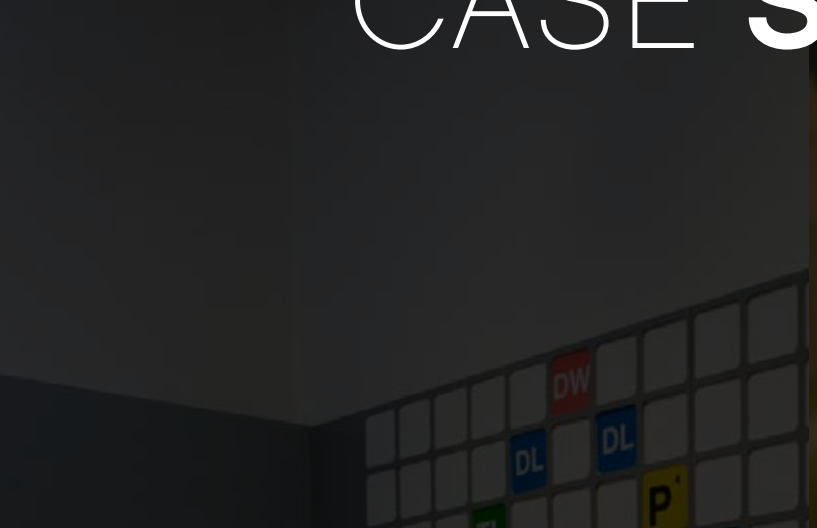
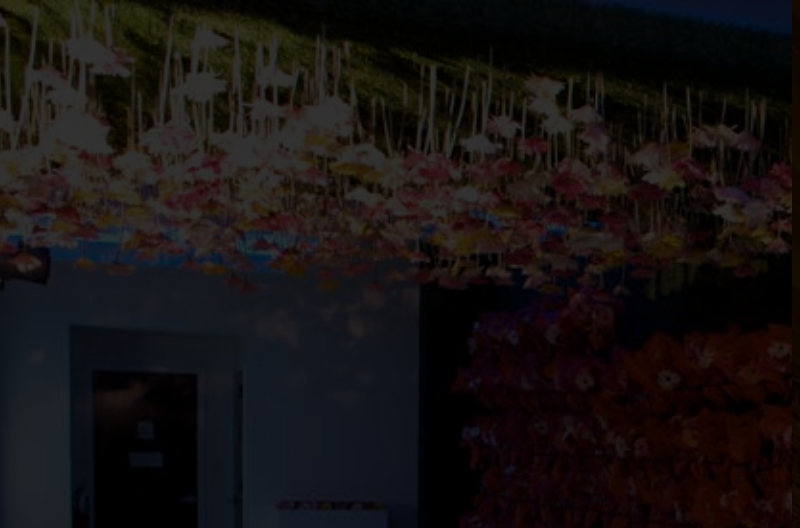
THE FAST, NO-STINK SUPER PAINT

Avoid backache with an eco-friendly paint that covers in one coat and dries before sundown

PAINTING WILL NO LONGER be a smelly, time-consuming chore. With Benjamin Moore & Co.'s new Aura interior-paint line, you can start without the primer and finish without the lingering odor, all in a single afternoon. The secret: a new "co-polymer surfactant" molecule that binds the color into a thicker, more durable paint. Latex paints use chemicals called surfactants that help glue color pigments to the tiny latex beads. Trouble is, traditional

more space to which the latex spheres can cling. The result is a paint that covers any color in a single coat, leaves a washable finish, and dries in hours instead of a day. So although a gallon costs \$55, you'll need only half as much. And the new chemistry virtually eliminates volatile organic compounds (VOCs), the nasty chemicals that make paint stink and contribute to smog. Aura debuted in January in California.

SMOOTH POUR Aura rolls and brushes on





FARMACY

POWERED BY GREENENVY™



CHALLENGE

Right under our own noses, the discovery of a green-blossomed Echinacea (a true freak of nature) is now taking root as a potent ingredient in a suite of skin care products. This trajectory from the garden of a hobbyist gardener (our own Mark Veeder) to the shelves of major national retailers provides a lens on marketing savvy and having the courage of one's convictions. Watch out world: Farmacy is a brand that's about to be on everyone's lips, and then some. And, every step of the way, VP+C has had role in bringing it to fruition.

SOLUTION

A decade of diligence, tenacity and resourcefulness has brought us to the doors of Sephora and QVC. It began with that single green bloom that Mark found in his flowerbed, had horticultural labs test it and confirm it was a hybrid Echinacea. He named it Green Envy, took all the necessary steps to patent it so other gardeners could enjoy its floral beauty, and then also sought certification for its medicinal potency, learning it far exceeded any other Echinacea genus. Armed with authentication that Green Envy has potential as a healing ingredient, Mark then cast a net to find the right partner who could incorporate it into desirable skin care formulations. In 2014, a marriage was made with one of the world's most respected and prolific cosmetic labs leading to the rollout of Farmacy in fall of 2015. Mark is driving every aspect of its launch, from naming the brand, helping to decide other natural ingredients, assembling focus groups, developing the packaging and even putting fallow fields and financially strained farmers in upstate New York to work planting acres and acres of Green Envy. The introduction of Farmacy is a marketing marvel unlike any other.



THE INCUBATOR



In 2014 the VP+C Incubator was born out of a desire to create our own products/brands and have a springboard in house for seeds of great ideas and inspiring opportunities.

The first project to bubble up from this incubator is a skincare line called FARMACY feeding off the Farm-to-Skin market frenzy and launching in the Fall of 2015.

VP+C is spearheading the product development, brand development, brand positioning, packaging, marketing communications and public relations for the launch.

INVINCIBLE

root cell anti-aging serum

1.0 fl. oz | 30 ml | MSRP \$65



DELIVERED FRESH

The ultimate anti-aging and skin radiance serum.

REAP THE BENEFITS

This serum has been shown to improve the skin's natural hydration and reduce the appearance of surface lines and wrinkles, while also firming and smoothing.

Helps restore the skin's overall radiance, promotes an even skin tone and healthy glow.

SOW THE SEED

Use day or night. Warm 2–3 drops on fingertips and apply to clean skin with outward pressing motion.

CLEAR BLOOM

makeup glideaway cleansing oil

6.1 fl. oz | 180 ml | MSRP \$30



DELIVERED FRESH

A unique oil formulation that, when mixed with water, “blooms” into a silky milk cleanser, gently and effectively removing makeup.

REAP THE BENEFITS

With the addition of water, the oil becomes a cleansing milk that provides fast and effective face and eye makeup removal. Clear Bloom cleans without drying and leaves the skin soft and supple.

SOW THE SEED

Use daily to remove makeup and surface impurities. Pour a small amount into palm and blend with a few drops of water. Mix until a silky milk forms. Massage onto skin with upward and outward motions. Rinse with warm water and pat dry.

NEW DAY

gentle exfoliating grains

3.5 oz | 100 g | MSRP \$30



DELIVERED FRESH

Innovative cleansing grains transform into a gentle, foaming exfoliating cream with the addition of water.

REAP THE BENEFITS

A potent, all-inclusive skin care treatment, the grains cleanse, exfoliate and clarify in one step for fresh, clear skin.

SOW THE SEED

Pour a small amount of the grains – about the size of a quarter - into palm and blend with a few drops of water. Mix until a smooth, foaming paste forms. Massage onto skin with gentle circular sweeping motions. Rinse with tepid water and pat dry.

RISE 'N SHINE

daily moisture lock

1.7 fl. oz | 50 ml | MSRP \$40



DELIVERED FRESH

An innovative, lightweight day cream that locks in essential moisture.

REAP THE BENEFITS

Reinforcing the skin's natural moisture content, this lightweight day cream smoothes the skin, helps reduce the appearance of fine lines and wrinkles, and delivers a renewed sense of firmness and elasticity.

SOW THE SEED

Use daily. Warm a small amount between palm of hands and press lightly into skin. Blend with upward and outward sweeping motions.

SLEEP TIGHT

firming night balm

1.7 fl. oz | 50 ml | MSRP \$48



DELIVERED FRESH

An innovative, renewing night treatment, this lightweight balm transforms into a gentle oil-gel.

REAP THE BENEFITS

Reinforcing the skin's natural moisture content, this balm aids firmness and tone while helping to restore elasticity and reduce the appearance of fine lines and wrinkles.

SOW THE SEED

Use nightly on clean skin. First, warm a small amount between palms before lightly applying onto skin. Blend with upward and outward motions.

EYE DEW

total eye cream

0.5 fl. oz | 15 ml | MSRP \$38



DELIVERED FRESH

A powerfully moisturizing eye cream to treat the total eye zone and help minimize signs of aging, stress and fatigue.

REAP THE BENEFITS

Treating skin in the entire delicate eye zone, Eye Dew aids in reducing the appearance of dark circles and brightens the under-eye area. It also moisturizes and helps firm and restore elasticity to the skin around the eyes.

SOW THE SEED

Use morning and evening. Tap a small amount above and around eyelids and under eyes. Smooth gently with inward sweeping motion to avoid stretching skin.

SKIN DEW

hydrating essence mist & setting spray

3.3 fl. oz | 97 ml | MSRP \$42



DELIVERED FRESH

A hydrating, soothing essence mist that tones the skin, restores radiance and freshens makeup.

REAP THE BENEFITS

This invigorating essence helps replenish radiance and moisture while protecting and soothing the skin. It provides an overall sense of wellbeing and freshens makeup on contact. Renew daylong as desired with this vitalizing and energizing mist.

SOW THE SEED

Brighten up your morning by applying either before or after moisturizing. Retain that refreshing feeling by reapplying throughout the day to rejuvenate your makeup and seal in freshness. To harvest its many benefits, hold the nozzle about eight inches from the skin and gently spray across the face. Start at the forehead and work down to the chin.

HYDRATING COCONUT GEL MASKS

3 single-sheet masks for \$24



KALE

A supercharged boosting solution for stressed, tired skin.



CARROT

A supercharged oil-control solution for oily, problematic skin.



RHUBARB

A supercharged solution for the treatment of fine lines and wrinkles.



PURPLE BROCCOLI

A supercharged brightening solution for dark spots and freckles.



CELERY

A supercharged firming solution for tired-looking skin.



CUCUMBER

A supercharged moisturizing solution for dry, tight, uncomfortable skin.



NEW DAWN MEDLEY

This medley is a variety-pack that includes singles of Firming Celery, Brightening Purple Broccoli, and Anti-Wrinkle Rhubarb.



CLEAR DAY MEDLEY

This medley is a variety-pack that includes singles of Soothing Kale, Brightening Purple Broccoli, and Deep Moisture Cucumber.

LIP BLOOM

0.25 oz | 7 g | \$16.50



DELIVERED FRESH

A moisture replenishing and protective lip treatment.

REAP THE BENEFITS

This soothing herb-infused balm forms a protective barrier on the lips, leaving them smoother, softer and fuller.

SOW THE SEED

Apply a small amount to fingertip and gently blend into lip surface.



PUBLICITY HIGHLIGHTS

A Little Bit Etc	November 23, 2015
A Little Bit Etc	August 17, 2015
Allure.com	December 2016
Atlanta Journal Constitution	November 1, 2015
Atlanta Journal Constitution Online	October 31, 2015
Baltimore Sun	November 2015
BeautyNewsNYC	January 2016
Bloomberg Business Week	September 28, 2015
Byrdie	September 2015
Byrdie	October 2015
CEW Beauty Insider	December 2015
Cosmopolitan	November 2015
Country Living	December 2015
Courtney Dunlop	October 2015
Family Circle	April 2016
Fashionista.com	October 2015
Glamour	January 2016
Glamour.com/Lipstick.com	November 2015
Jezebel	March 2016
LuckyShops.com	August 18, 2015
Marie Claire	November 2015
Martha Stewart Living	April 2016
Modern Farmer	Fall 2015
Naturally, Danny Seo	January 2016
New Beauty	Upcoming
NYMag/The Cut	September 16, 2015
Parents	March 2016
People	October 2015
Pilates Style Magazine	February 2016
Pilates Style Magazine	March 2016
PurseBlog	September 2015
PurseBlog	November 5, 2015
Refinery29	September 11, 2015
Rouge18	August 2015
Shape	March 2016
Style.com	July 2015
StyleBakery	September 2015
StyleCaster	December 03, 2015
The Zoe Report	January 2016
The Zoe Report	September 2015

ThisThatBeauty	January 2016
Today's Parent (Canada)	February 01, 2016
TotalBeauty.com	August 2015
TrendHunter.com	September 2015
TrendingNY	September 2015
Vogue.com	September 29, 2015
Vogue.com	March 8, 2016
Vogue.fr	September 2015
WABC	November 2015
Wmagazine.com	October 2015
Wmagazine.com	November 2015
Women's Wear Daily	July 2015
xoJane.com	September 22, 2015



modern farmer

ORGANIC, SCHMORGANIC
what you don't know about USDA certification

ALPACA-MANIA!

THE WAR ON SCHOOL LUNCH
why farm-fresh food rarely reaches our kids' trays

HOW TO GROW
garlic for scapes
broccoli
a cover crop
stock
your toolshed

foraging is the new black
go wild for stinging nettle, dandelion, wood sorrel, and more

The best time to raise alpaca? Right now.

FIELD NOTES / food, spirits, travel, culture

From farm to face
A New York forager explores the healing power of wilderness for a new skin-care line.

CALENDAR FALL 2015

SEPTEMBER
SEPTEMBER 10
New York, NY
The only fully organic food festival in the Northeast, the 10th Annual Organic Food Festival will be held at the Hudson Valley Community College in Poughkeepsie, NY. The festival will feature over 100 vendors of organic food and drink, live music, and a variety of activities for the whole family. Tickets: \$10 in advance, \$15 at the door. www.organicfestival.org

SEPTEMBER 15
New York, NY
The 15th Annual Hudson Valley Wine Festival will be held at the Hudson Valley Community College in Poughkeepsie, NY. The festival will feature over 100 vendors of wine, food, and drink, live music, and a variety of activities for the whole family. Tickets: \$10 in advance, \$15 at the door. www.hudsonvalleywinefestival.com

SEPTEMBER 20
New York, NY
The 20th Annual Hudson Valley Apple Festival will be held at the Hudson Valley Community College in Poughkeepsie, NY. The festival will feature over 100 vendors of apple products, live music, and a variety of activities for the whole family. Tickets: \$10 in advance, \$15 at the door. www.hudsonvalleyapplefestival.com

Country Living

OH, WHAT FUN!
128 IDEAS FOR A HAPPY Holiday!

WREATHS
CRAFTS
STOCKINGS
CARDS
& MORE

50 AMAZING Gifts Under \$50

KEEP GIFTS UNDER STYLISH WRAPS
Make presents that much more with one of these wrapper's delights.

INDULGE IN

CHRISTMAS COOKIES

marie claire

Lea Michele
New Show, New Look, New Attitude!

SEXY COOL

PARTY-READY HAIR IN MINUTES
GLOWY SKIN SECRETS
THE BOLD NEW EYELINER TRICK

POWER WOMEN WHO WENT FROM FAT TO MILLIONAIRE

LOVE IN THE AGE OF FORN

FALL fashion
SLEEK COATS, SLIM PANTS & SKY-HIGH HEELS
PLUS FIND YOUR PERFECT BAG!

First

1 CLEARSEUM
2 STAYAWAY
3 TREATMENT
4 REPAIR
5 FARMACY
6 NATURE'S BOUNTY
7 INVINCIBLE

WHAT ERIN LOVES
Erin's favorite fall beauty products

U.S. WEEKLY

Justin vs Niall
SELENA'S LOVE TRIANGLE

At Home

Why She Named Him Saint

What Kate Got George
Christmas AT THE PALACE

Yolanda Shock
DUMPED WHILE SICK

LAST-MINUTE GIFTS

Just in the (S) Nick of time, three stars select thoughtful mementos for every late (or forgotten!) addition to your list.

For HER

RISE 'N' SHINE

HER

COSMOPOLITAN

Decade His Crazy Mind Tricks

Easyest Workout for an Epic Ass!

America's First Family

20 Photos! Like You've Never Seen Them Before

COVER SHOOT VIDEO!

So SEXY!

50 Moves So Wild, He'll Beg for Mercy

50th Birthday

SKIN FUN, FEARLESS, FUTURE

Introducing Pre-Serum

Night Cream 2.0

Purity Meets Potency

SHOP

Naturally

EAT CLEAN AND START THE NEW YEAR BRIGHT

THE 7-DAY TOTAL DETOX PLAN

RENEW, REFRESH AND RECHARGE RECIPES FOR AGELESS BEAUTY

WHY SESAME SEEDS OP GRAY HAIR

9 JUICES WORTH THE SQUEEZE

HOME GROWN

MANMADE

DUMMIES GUIDE FOR MEN

BE OPEN TO SESAME

PUT A CORK IN IT

FASHIONISTA

4 NEW SKIN CARE LINES YOU NEED TO KNOW ABOUT THIS FALL

All unique, and all with incredible background stories.

There are certain changes you should make to your skin care routine as the seasons turn, and this fall you have more options than ever to choose from—no matter your age, gender or skin care needs. Four impressive new skin care lines just launched this year, and they range from a farm-to-table formula to a super-fancy unisex brand from a Kiehl's heiress. I tried them all and chatted with their founders and brand representatives — here's everything you need to know about the new potions you'll be seeing this season.

People

Exclusive At home with CARRIE UNDERWOOD!

CONFESSIONS OF A NEW MOM

Terese Guerin HER LIFE IN PRISON

EDITORS' PICKS: THE BEST NEW SKIN CARE

FARMACY

FLORA

SUNNY SIDE

SKIN

TRENDING MY

fall style REVOLUTION

with the stars of Broadway's Hamilton

Everything is happening so fast and furiously—it's an exciting time.

BEAUTY BUYS

Beauty Line

Eye Motion

Nail Polish

Hair

EYEWITNESS NEWS abc7
abc7NY WABC-TV

HEALTH & FITNESS
A LOOK AT AT-HOME BEAUTY MASKS

Monday, November 23, 2015

NEW YORK (WABC) -- Beauty masks - the ones that come in a sleek envelope and look like a face are so fun and effective that celebrities are Instagramming the experience.



“It all comes from the K Beauty movement, which is all the innovative awesome treatments coming out of Korea right now,” says David Razzano.

Razzano is a Sephora pro artist, and says there is a mask for just about every skin type or issue. Some of the masks are more expensive than others, while some are sold in a set. Other masks are sold individually and cost only several dollars. Sephora has its own brand.

If you have oily or acne-prone skin, for example, the green tea mask will mattify your skin.

“Farmacy” has a hydrating coconut gel mask which helps to soothe your skin down. There is also a mask made with tomato to brighten, or wine to soothe.

W

8 Upstate New York Beauty Brands to Try This Fall

November 12, 2015 4:24 PM | by Sue Williamson


With the leaves changing and the city getting chilly, there’s no better time to visit Upstate New York. But pack light—these upstate-based beauty brands have everything you need.

3/10 Farmacy Beauty
Mark Veeder and Robert Beyfuss bring scientific technology and farm-fresh ingredients to all things skincare—from coconut gel masks to gentle cleansing oils.



A LITTLE BIT etc.
a little bit fashion, a little bit beauty, a whole lot of you.


Video: What's New in Skincare



The products mentioned in the video are listed below:

- Farmacy New Day Exfoliating Grains
- Farmacy Firming Night Balm
- Farmacy Anti-Aging Serum
- Farmacy Lip Balm
- Farmacy Coconut Gel Mask

What's New in Skincare



totalbeauty.com expert advice. unbiased reviews.


REVIEWS BEAUTY ADVICE DIET+HEALTH COMMUNITY BEAUTY AWARDS

9 New Beauty Products to Add to Your Stash This September
From smut-absorbing dry shampoo to BB cream for your eyelids, these new beauty products are game-changers.

By SARAH DAVIS | COMMENT

New Skin Care Line on the Block

Farmacy is a new botanical-meets-science skin care brand coming to Sephora and QVC this month. Its star ingredient is a special type of Echinacea that's high in Chlorogenic acid, which is a great antioxidant with anti-inflammatory power. And the products are packed with lots of other straight-from-the-garden ingredients like kale, celery, rhubarb and mint. Plus, the packaging is seriously gorgeous with glass jars, wooden caps and cool graphics.



My favorite product from the collection is the Farmacy Brightening Coconut Gel Mask. \$24 for three. Obviously, sheet masks are all the rage right now, and this one is my go-to. It's made with coconut gel that molds perfectly to your face -- no weird nose flap here -- and helps the ingredients penetrate into your skin. And because the gel is almost clear, I

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CEW BEAUTY INSIDER



January 01, 2016

FARM-TO-FACE PIONEER: FARMACY BEAUTY

We've all heard of farm-to-table. Now, beauty is getting in on the source-local trend with a fresh way of creating skin care: farm-to-face.

One brand that's taking this trend to heart is Farmacy Beauty, a new line of skin care products consisting of 20 sku's that aims to combine the best in fresh, hand-picked ingredients with the best in science. It's co-Founder, Mark Veeder, is the man behind the key botanical ingredient, a unique variant of organic echinacea purpurea, used in all of the brand's formulas. This form of echinacea, Mark said, contains the highest known concentration of the phytochemical, chlorogenic acid, which is a natural antioxidant that protects skin collagen and also inhibits the over-production of melanin.

Echinacea GreenEnvy, the unique variant of echinacea purpurea found in Farmacy Beauty, is grown in Cairo, New York and then transported to Englewood Labs (the financial backer of the brand) in New Jersey, where it undergoes a cold pressing process, similar to cold pressed juices. First it is macerated, then filtered. It is never heated, which has been shown to decrease the benefits of an ingredient, said Caroline Fabrigas, co-creator and the brand's acting General Manager. Also unique to Echinacea GreenEnvy is that it's roots are the only part used (this is where the chlorogenic acid is most concentrated) and are extracted fresh thereby ensuring the products utilize the most potent echinacea.

The brand, which launched in Sephora this past fall, includes: Invincible Root Cell Anti-Aging Serum, Sleep Tight Firming Night Balm, Clear Bloom Makeup Glideway Cleansing Oil, Eye Dew Total Eye Cream, New Day Gentle Exfoliating Grains, Rise 'N Shine Daily Moisture Lock and Hydrating Coconut Gel Mask (in eight variants and Lip Bloom (in six variants.)

The best selling item? The Sleep Tight Firming Night Balm, a lightweight balm that transforms into an oil-gel targeting firmness, tone and elasticity. Along with Echinacea GreenEnvy, the balm utilizes extract from the South African acnella plant, which stimulates collagen; black currant seed, balloon vine extract and sunflower oil, which protect and reinforce the skin's barrier; and vegetable-derived retinoid-like ingredients consisting of a blend of bidens pilosa extract, palm oil, cotton seed oil and linseed oil, that aim to help improve skin radiance, texture and firmness.

Packaging also incorporates a green sensibility: containers are sustainable; glass is recyclable. Items feature custom illustrations,

Lucky Shops What's New Clothing Shoes Accessories Beauty Brands Breaks



This Indie Brand Is Like Farm-To-Table Veggies—For Your Face

THE BEAUTY EXPERT
allure

The 15 New Products That Changed Our Lives This Year

Getting a group of people to agree unanimously on something isn't easy. Case in point: the 2016 elections. But in the Allure offices, we freshly all agree that there were a number of new products this year that changed the course of our lives forever. OK, that's dramatic, but they did give us clearer hair, sharper cut eyes, and longer lashes than we've experienced in the past. These are the best new products we obsessed over in 2015.

BY JENNA ROSENSTEIN

Farmacy Sleep Tight Firming Night Balm

"This new line launched at Sephora this year, and I can't say enough great things about this night balm. I really love how it pumps up my skin and makes it smoother while I sleep. It has a cool texture, too—in the jar, it's a balm, but then it emulsifies to an oil gel that feels so good on my skin. It has a lot of good ingredients, too, like sunflower oil and plant extracts that help firm the skin. I can't live without it now!"
—Dyanna Acam, associate research editor



NEWS 3 CHANNEL
WHERE MEMPHIS

Lifestyle Expert JJ Keras' gift guide for the woman in your life!

POSTED 12:05 PM, DECEMBER 8, 2015, BY NANCY B. ALLEN, UPDATED AT 12:06 PM, DECEMBER 8, 2015



THE FOUR

5 NEW THINGS

5 Things You Should Buy at Sephora This Month

By Kathleen Hou and Ashley Weatherford

In New York especially, Fashion Week is such a vortex of energy consumption that it's sometimes hard to think of anything else. But the world keeps spinning, and new beauty products continue to launch. Sephora, the Mecca of beauty, is no exception; it introduced a flock of new products this month, including the luxury beauty brand for women of color, *Black Up*. We tried out a host of other new beauty buys and rounded up five that are worthy of your money. Read on for our suggestions, and consider this your Fashion Week moment of Zen.



DIGITAL MARKETING

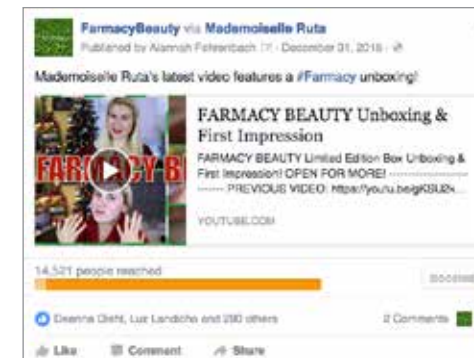
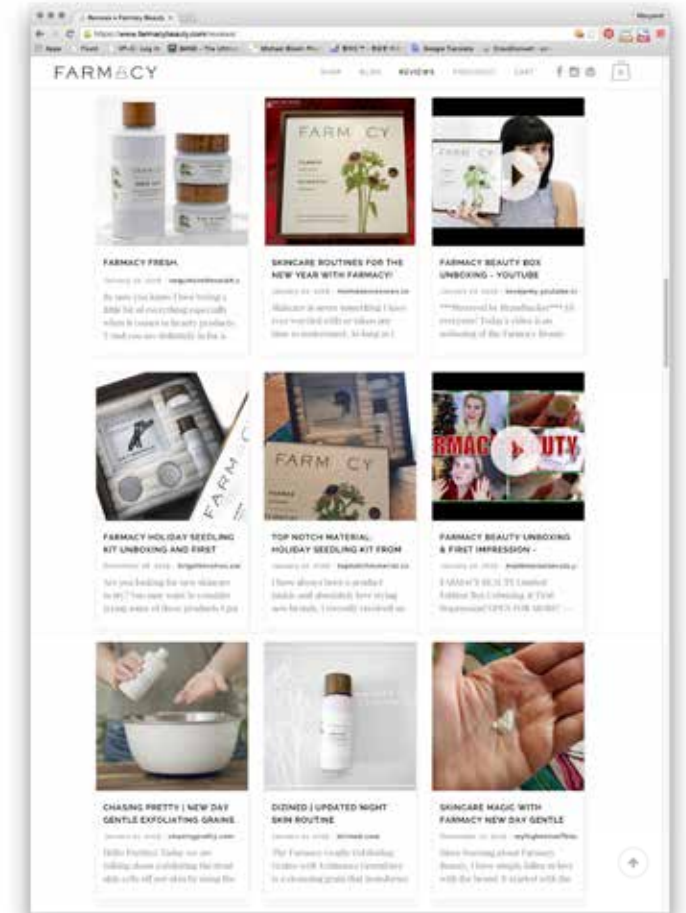
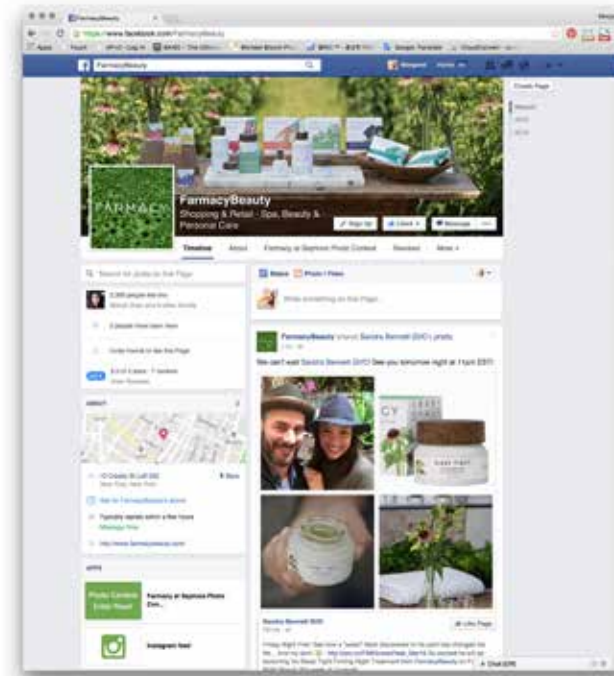
Farmacy has continued its strategic outreach to support the brand through digital communications. By reaching out to influential bloggers as well as fans across a multitude of channels every day, we've continued building awareness of the brand among a diverse scope of beauty insiders and garnered high marks in customer service.

BUILDING RELATIONSHIPS WITH INFLUENCERS

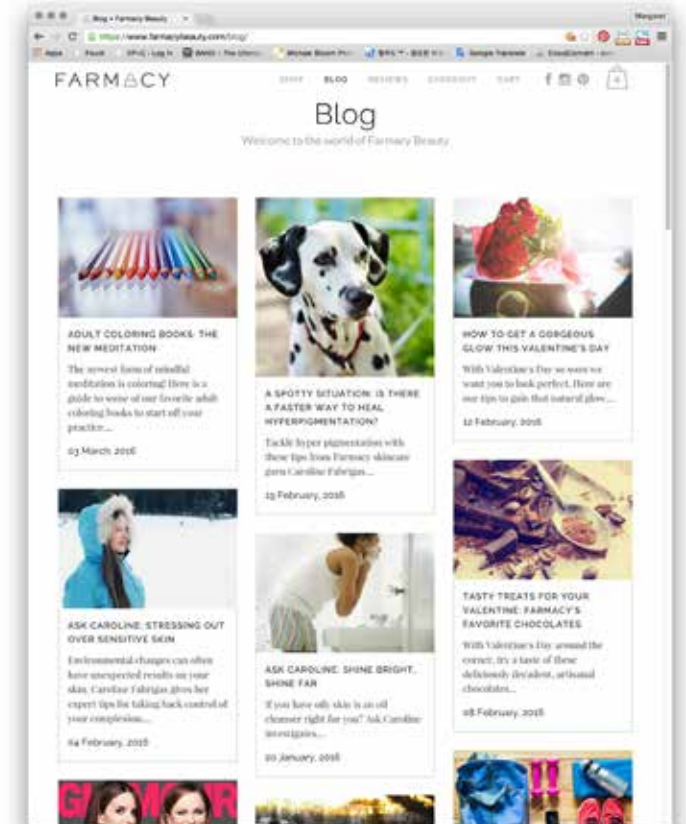
Farmacy is continuing a steady flow of outreach directly to influencers – promoting the brand and fielding questions from hundreds of bloggers regularly. This continuous online support allows us to deep-dive into the background of interested bloggers and invite them to discuss, sample and share their Farmacy experiences.

SHARING OUR TRIUMPHS

Farmacy's digital communications works closely with the PR and Marketing divisions to ensure that all content being distributed, whether a glowing magazine review or the long-awaited launch of our latest product, reaches an extensive audience of old and new fans. Cross-promotion of the brand's achievements helps spread awareness of Farmacy position as a brand on the rise.



FARMACYBEAUTY.COM BLOG

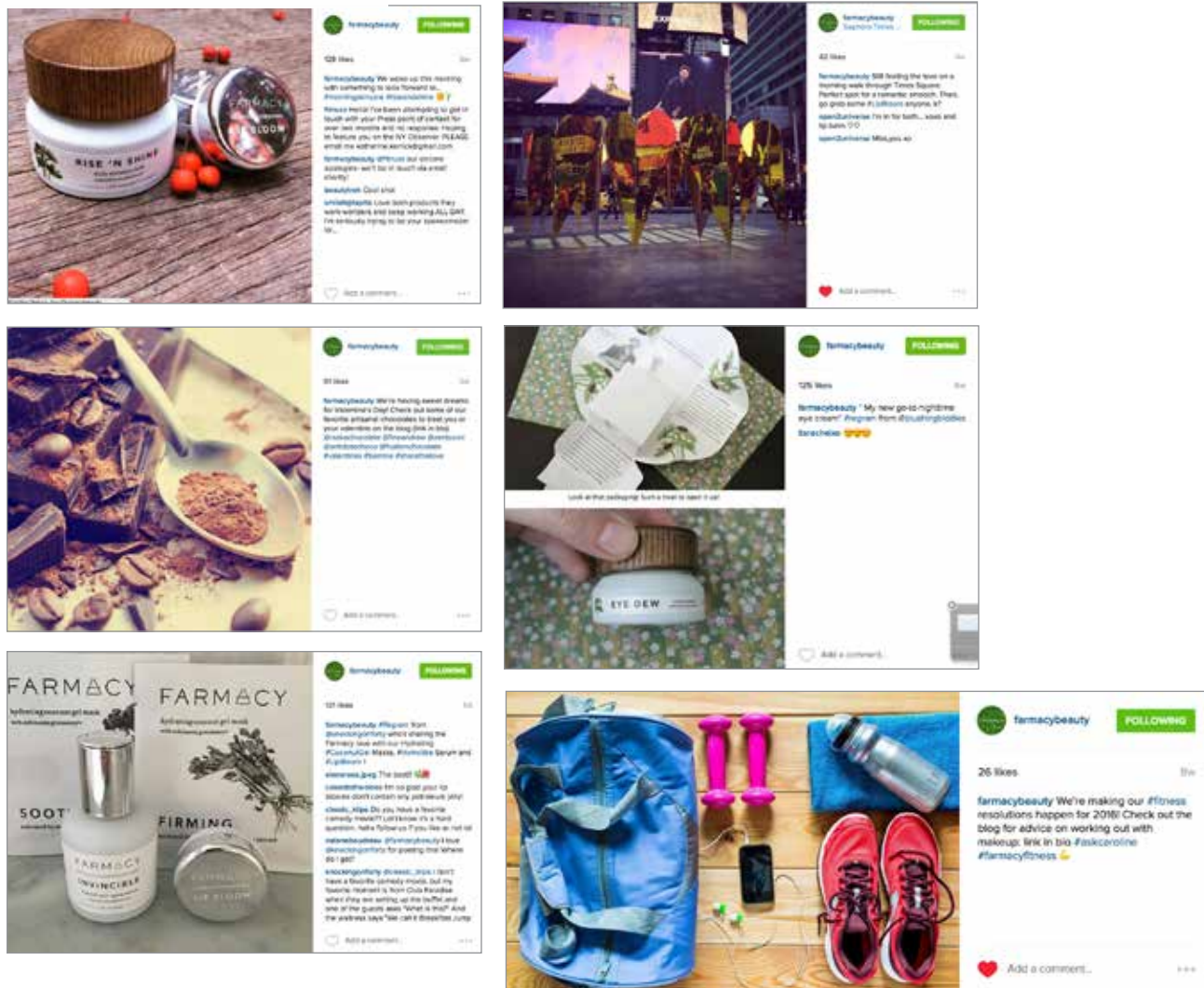


DIGITAL MARKETING

CELEBRATING THE FARMACY LIFESTYLE

Farmacy's own blog content celebrates the brand's unique worldview – the scientific, modern farmer and artisanal lifestyle associated with the brand. Supplementary content on Facebook and Instagram promotes the brand in a holistic manner, reflecting the brand's personality through a balance of engaging posts emphasizing seasonally relevant content and sweet, inspiring and visually delicious copy.

Instagram



GOING FORWARD

Farmacy's social media (Instagram and Facebook) will continue to support the brand's blog posts and distribute the content to drive traffic and brand interest.

Our **PRIORITY** will be creating additional video content, particularly for all of our social platforms. Some initial content ideas include:

- Echinacea GreenEnvy™ Honey apiary and benefits
- New training videos for new products (Skin Dew, Honey Potion, and Honey Savior)





**GD
USA**

**AMERICAN PACKAGE DESIGN AWARD
2016 WINNER**



DEVINE COLOR

PUCKER PRESS EVENT



CHALLENGE

This boutique interior paint brand looked to VP+C to become a reputable contender in a crowded coatings category, banking on a seductive and discerning color palette created by its founder Gretchen Schauffler. Helping to give impetus to a brand re-launch: A new limited edition collection of coordinated paint colors and wallpapers.

SOLUTION

Capitalizing on one of Schauffler's key message points on the parallels between beautifying interiors with paint colors/ beautifying oneself with makeup colors, VP+C conceived a press event billed as "Feel Devine" hosted at a fun, downtown NYC cosmetics retailer, Pucker. Guests were treated to makeup makeovers but at the same time met Schauffler, interacted with the new products and snapped selfies with their fresh looks set against the Devine Color backdrops.

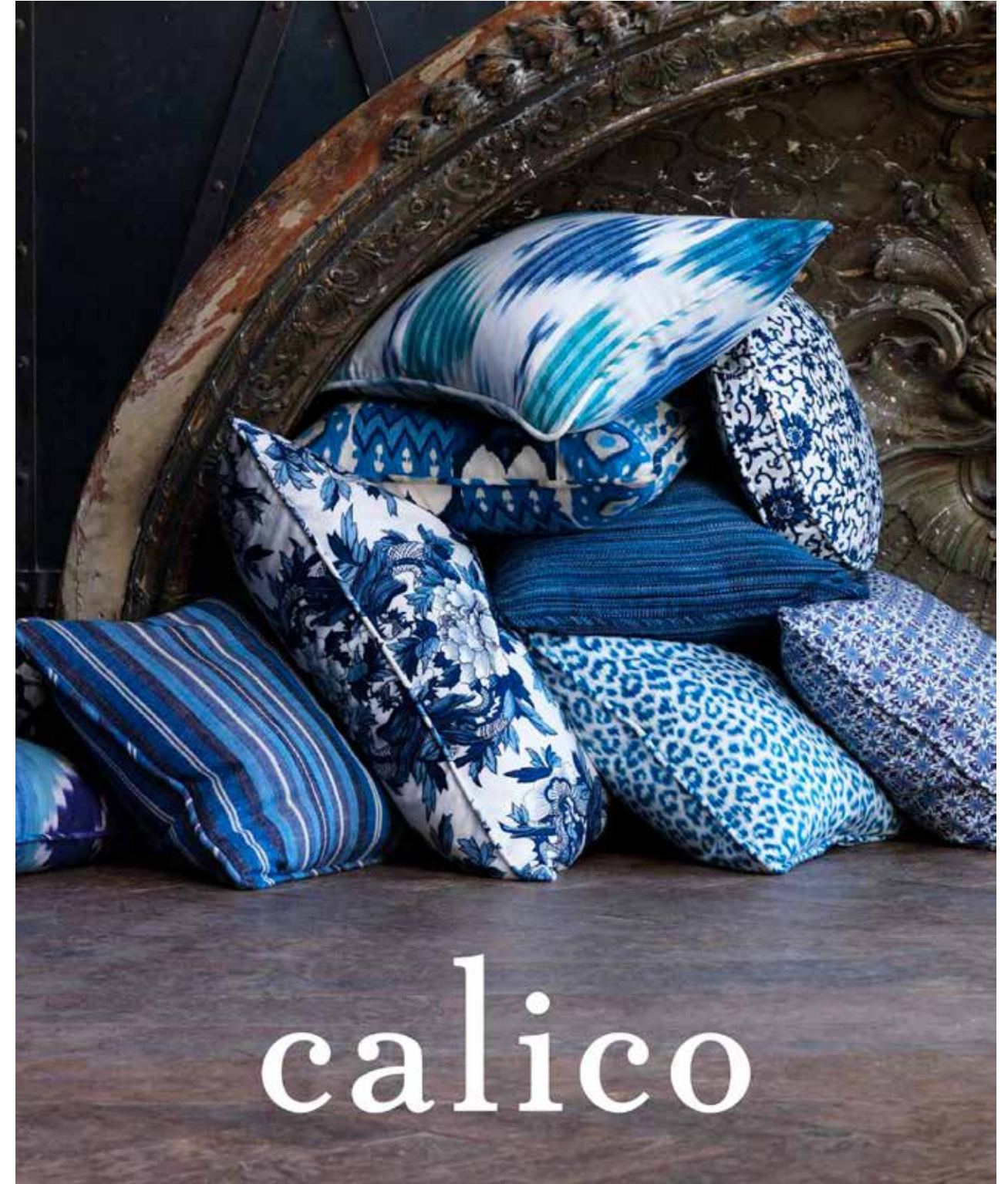
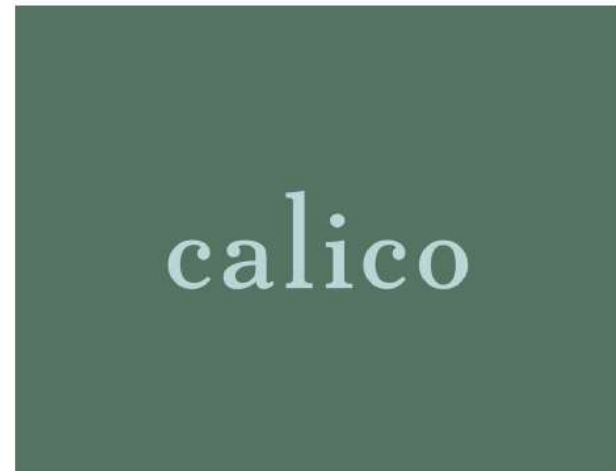
The cornerstone was laid for future editorial coverage and reporting.

BEFORE

CalicoCorners® | Calico Home®
dream it. design it. done.
Calico Home CalicoCorners
dream it. design it. done.
CalicoCorners CalicoCorners® | Calico Home®
dream it. design it. done.
CalicoCorners®
OUTLET



AFTER



CALICO

REBRANDING



CHALLENGE

Bring this dusty but quietly successful fabric and furniture retailer to a new generation of home decorators.

SOLUTION

Created a brand identity refresh and an updated narrative that played out in new catalog, imagery, voice and through partnerships like the Nate Berkus Collection, all of which helped build buzz, store traffic and increased sales.



MOUSSY

INTEGRATED MARKETING + RETAIL



CHALLENGE

Make noise and attract attention to push an unknown Japanese brand front and center with the fashion press, influencers and young consumers.

SOLUTION

Whipped up fashionista frenzy during Fashion Week with creation of “The Moussy Girls” who arrived at exclusive bashes all about town.

Stole the show and headlines from the week’s typical newsmakers (Wall Street Journal). Grew Facebook fan base to 7,000 in one week.

“Birthed” a pop-up store and performance space in the hip Meatpacking District – finding and negotiating the location, designing and building the interior, staffing and operating it for the client.



LIZ CLAIBORNE

BRAND RELAUNCH

10 WWD WEDNESDAY, SEPTEMBER 17, 2008

In the Mainstream

Retailers: Mizrahi Puts Liz Claiborne Back on Track

By Whitney Beckert

RETAILERS WHO PREVIEWED ISAAC MIZRAHI'S SPRING RELAUNCHED collection of the Liz Claiborne brand said the designer has proved himself to be the savior to the former giant label's problems.

Based on early retail reactions, it appears Mizrahi's debut collection could surpass the company's goal of simply stopping the hemorrhaging, rather than immediately reversing losses and improving the national margin and unit through.

"It was impressive," said Terry Lindgren, chairman, president and chief executive officer of Macy's Inc. "I thought the line looked great."

Macys is increasing its orders on the Liz Claiborne brand, which is on all the retailer's 2008 apparel stores for spring by "double digits," according to Isaac Mizrahi, vice chairman and president of The New York Times Inc.

"I can't recall Liz Claiborne from the store and did her best ever," said another. "We really brought her into the Liz Claiborne product. It was a real scale looking at the product. It was a wow... We're going to reorganize, re-space and rebalance our stores."

Stores said for better the relaunch product will bring the brand back to its glory days, and help the retailer's business as well.

"They need to be our biggest revenue in our company — in the Eighties and Nineties, an other major (generally) more margin than Liz Claiborne," Lindgren said. "They just lost their way, with different design help and management, and have been on the slide for about five years. They wanted people to play their dress down because their product was bad. But they made a bet with Isaac and they won. I think this is going to make them really, really big time. We need them to win and to make the apparel business better in the stores."

In 2007, Liz Claiborne Inc.'s e-commerce brand did about \$100 million in volume — less than half its peak in the early Nineties. Even stopping the steep sales decline in 2007, Liz Claiborne Inc. The brand reports nearly a quarter of its parent company's volume — about the remaining portion that is offsetting the growth from power brands like J. Crew, Tory Burch and Kate Spade.

After 10 years, Liz Claiborne Inc. has a stake in Liz Claiborne's spring line, the stock price jumped 10 percent.

The line had been cut back at stores such as Lord & Taylor in 2006.

Richard Baker, CEO of NORD Rack, who owns Lord & Taylor, said he didn't know whether Lord & Taylor would bring back the line. Baker said Hainbow Inc. Co., which NORD also owns and which operates mainly in Canada, expects to be an aggressive supporter of the brand in Canada.

"I thought it was fabulous," said Baker. "It was really a breath and new look for the brand. Isaac is obviously very talented and committed to a long-term program."

In a recent call with analyst Jennifer Black of Jefferies & Associates, Baker said, "We believe this line will perform



successfully and retailers who do not buy will be disappointed."

Black noted about everything from the "wow" while returning of the shape to the price in the line, which she thinks will appeal to a broader audience than just the traditional Liz Claiborne customer.

"The line was better than we imagined in our wildest dreams," Black said. "The line is chic, fun and fresh with beautiful colors. We love the nonconformist, whimsical spirit with which Mizrahi has reimagined the brand. The company has taken the same Liz Claiborne logo and created a signature print. Some pieces feature the new signature print lining. Isaac Mizrahi's touch has been on all the little details that matter, in our opinion. The bright yellow trench, the bright orange, the bright purple were an ode to the past. The mix of colors and prints and silhouettes, and the mix of prints, created a vibrant, fresh look. The design collection incorporated elements of the past and future perfect for women."

Thursday Styles

The New York Times

Irresistible and Affordable



Stores like Ann Taylor and Talbots are now recession destinations, and shoppers may be surprised by how much fashion they get for the buck.

Isaac Mizrahi's Liz Claiborne collection is a breath of fresh air. The line is chic, fun and fresh with beautiful colors. We love the nonconformist, whimsical spirit with which Mizrahi has reimagined the brand. The company has taken the same Liz Claiborne logo and created a signature print. Some pieces feature the new signature print lining. Isaac Mizrahi's touch has been on all the little details that matter, in our opinion. The bright yellow trench, the bright orange, the bright purple were an ode to the past. The mix of colors and prints and silhouettes, and the mix of prints, created a vibrant, fresh look. The design collection incorporated elements of the past and future perfect for women.

Isaac Targets Liz



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FAST COMPANY

THE UNITED STATES OF DESIGN

WHY AMERICAN BUSINESSES LIKE APPLE AND NIKE ARE THRIVING

30 DESIGN-DRIVEN COMPANIES

50 MOST INFLUENTIAL DESIGNERS



What Steve Jobs Can Still Teach Us

The Best American-Made Goggles, and Gear

DISCOOT PRINCEY

Starbucks, Walmart, MTV, Polaroid and I, Lot

And we're off... NEW YORK



Fashion week officially starts today, but early birds are already turning out hot items with plenty of attitude, whether it's preppy fall or downtown cool.

OPRAH MAGAZINE

WHO YOU CAN TRUST

With your life, your money, your secrets, your man, most of all—your hair!

LOVE YOU CAN BANK ON

One woman's mission to save babies



What do we want? SPRING FASHION! How do we want it? CHEAP!

Big, Fat Surprise

Therapist Crews Up

THE WALL STREET JOURNAL

Wednesday, January 16, 2008

MARKETPLACE

Liz Claiborne Taps Star Designer to Relight Brand

By Tim Aron

Isaac Mizrahi, the creative director of the United States of Design, is set to relaunch the Liz Claiborne brand, which has been dormant for years. The relaunch is expected to be a major success for the brand, which has been dormant for years. The relaunch is expected to be a major success for the brand, which has been dormant for years.

CHALLENGE

Update a classic American brand without sacrificing heritage and values. Reach a young, contemporary audience with revitalized product and messaging.

SOLUTION

Gave a fresh face to the Liz Claiborne brand through high-end marketing campaigns and collaborations. Established partnership with designer Isaac Mizrahi and gained significant media coverage for new collection.



MONET
REBRANDING



CHALLENGE

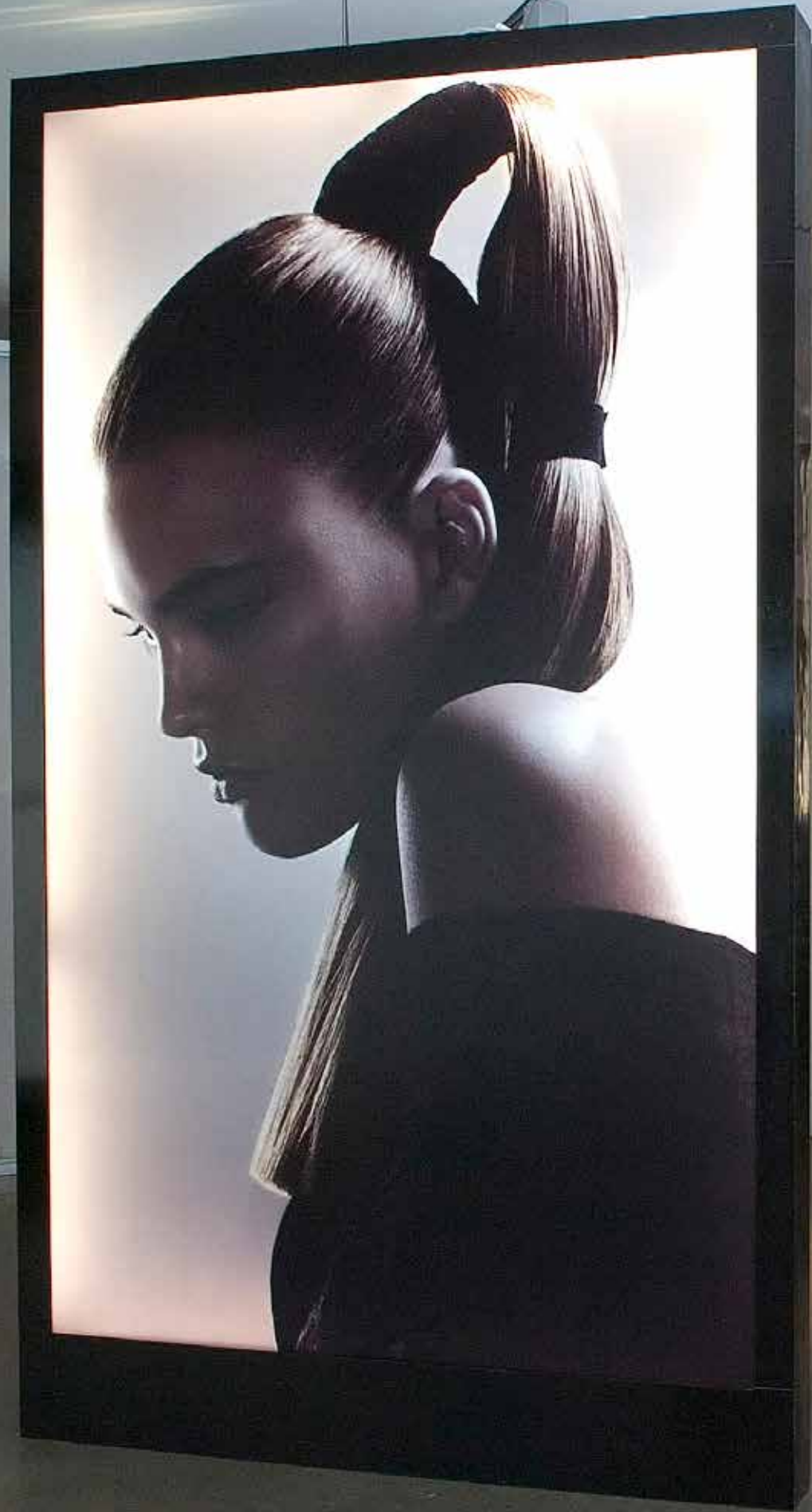
Monet, a brand known for sophisticated style and superior craftsmanship, wanted a new look to appeal to younger audiences, while maintaining the appeal of the brand's core values.

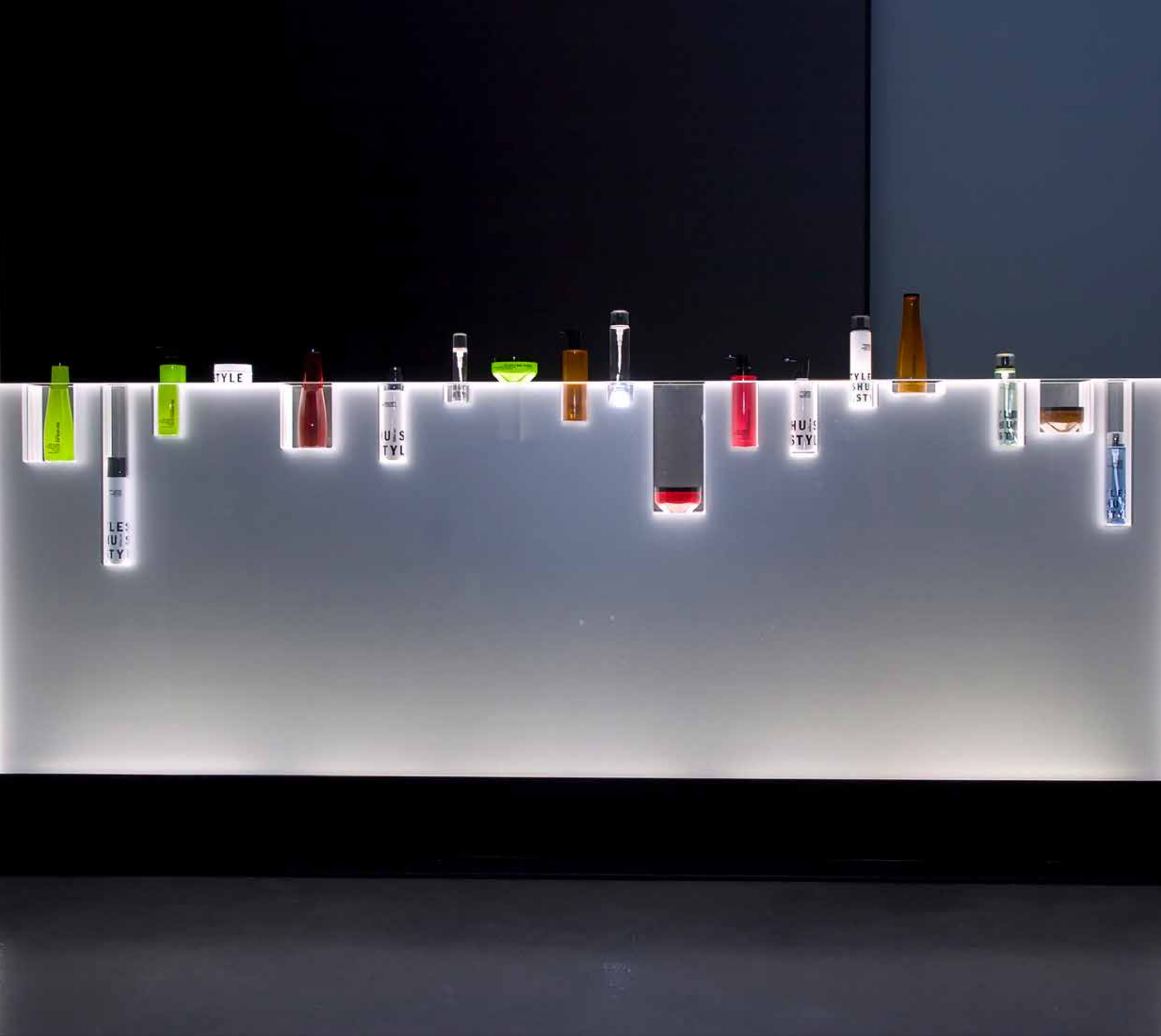
SOLUTION

Clean lines and succinct shapes were used to create the perfect logomark for Monet. Rebranding and a new ad campaign pumped up brand visibility, while placements in top fashion and lifestyle magazines solidified the transformation with customers new and old.



SHU UEMURA
LAUNCH





CHALLENGE

To create an immersive environment that both inspired and motivated the Shu Uemura sales team and embodied the high-end style of the brand.

SOLUTION

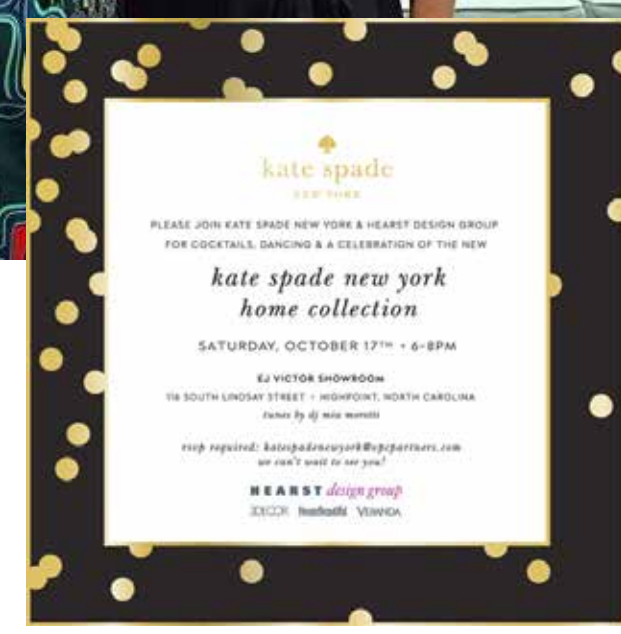
Produced dramatic 12-foot-high light boxes and a surprising product reveal: a 4-inch thick wall of Plexiglass illuminated to unveil the products.

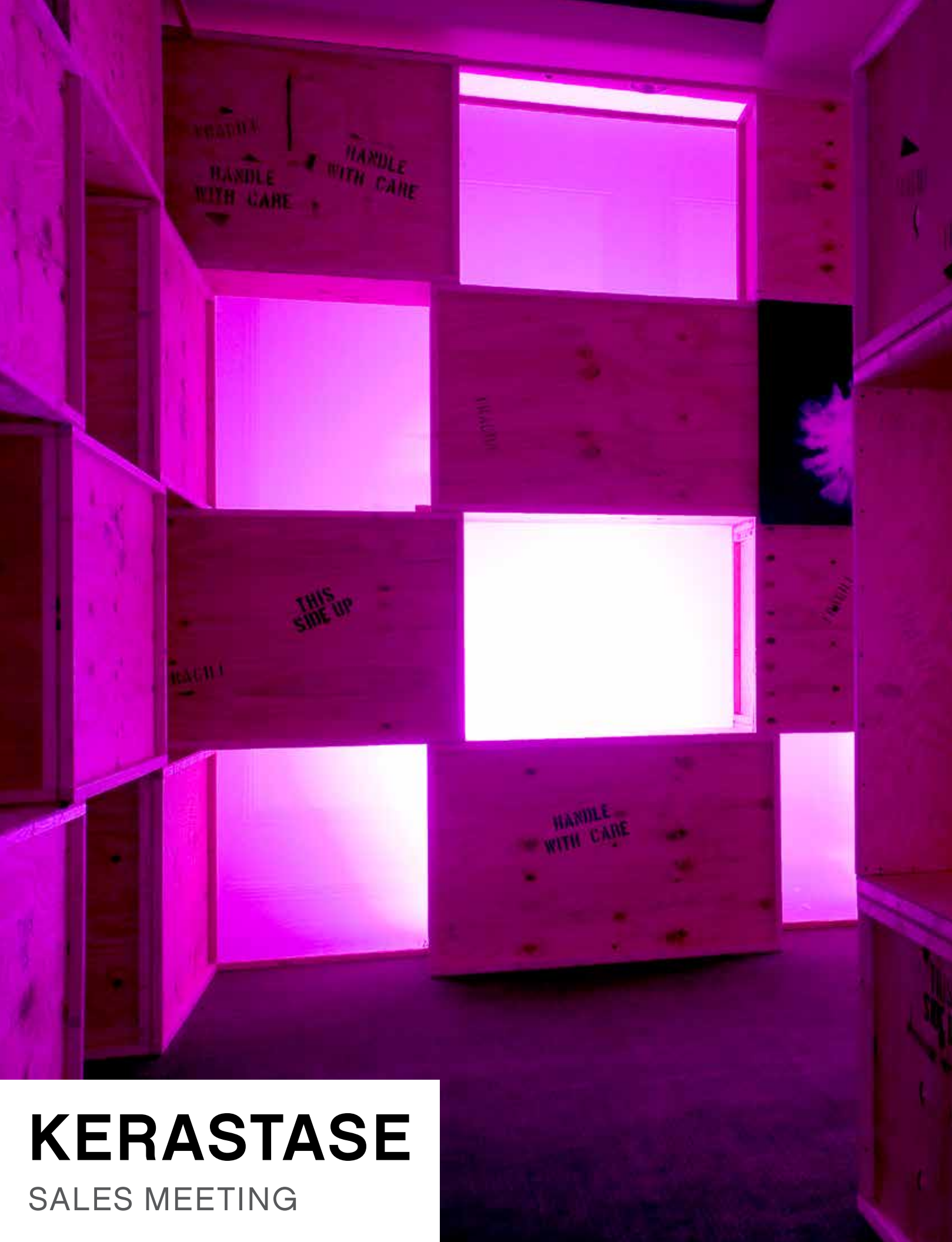
Designed mini salon environment and produced a fashion show that included a rare appearance by icon Shu Uemura himself.



KATE SPADE

HOME FURNISHINGS LAUNCH





KERASTASE

SALES MEETING



CHALLENGE

We needed to design a two-day sales meeting in New Orleans that could reflect the Kerastase brand. Rather than the typical glamorous image, the mood was to reflect the company's social awareness program of giving back to the community.

SOLUTION

The entire ballroom was designed with recycled wooden packing crates giving the room an industrial, yet still upscale look. Products were displayed on beautiful and simple shelves created out of the packing boxes and Plexiglas which were up-lit for dramatic effect.



MERCEDES-BENZ

FASHION WEEK NYC



CHALLENGE

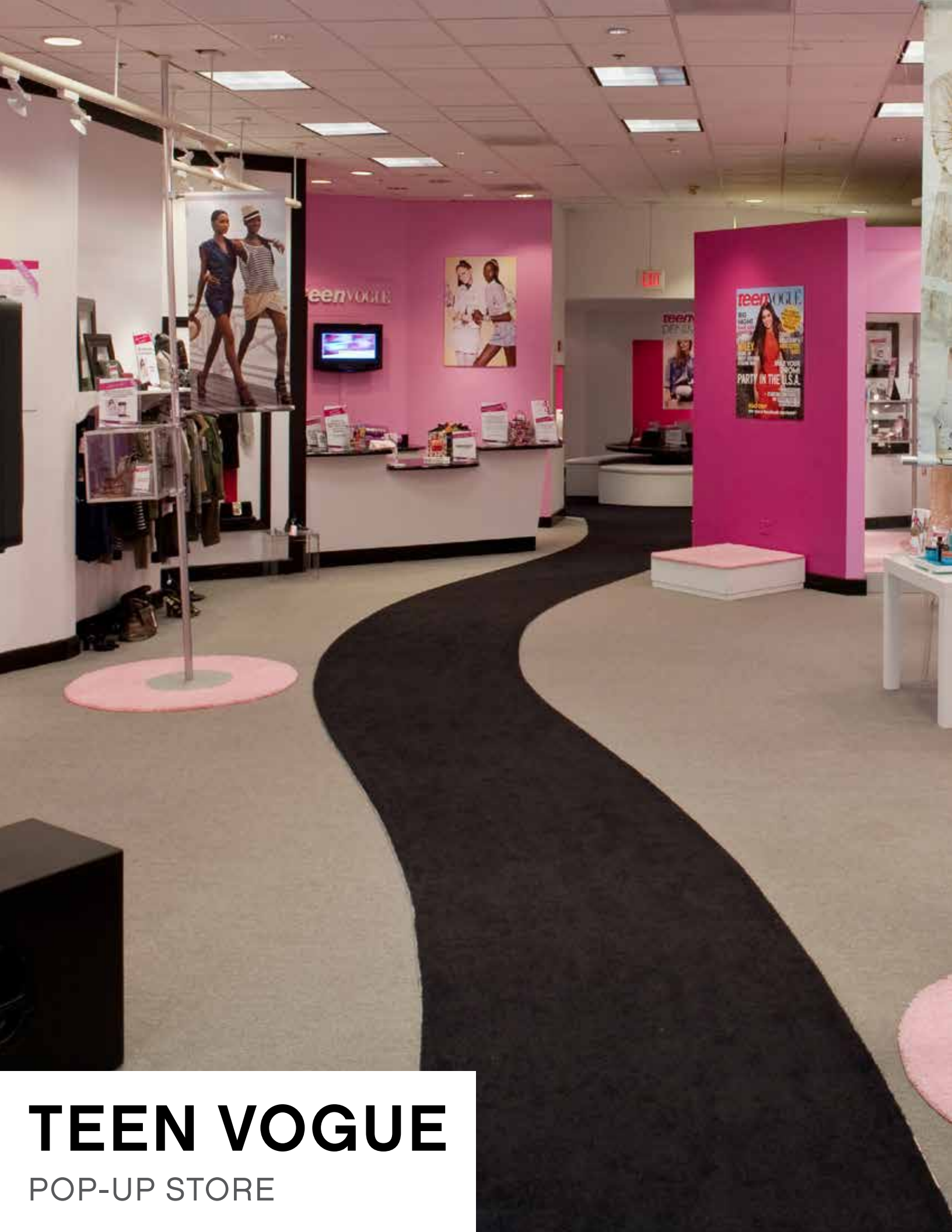
Enhance consumer and influencer engagement with Mercedes-Benz, the title sponsor of Fashion Week.

Connect the high fashion world with the energy of the street and the all new Mercedes-Benz GLA sport utility vehicle.

SOLUTION

We partnered with street style photographer Youngjun Koo to bring the STREET into THE TENTS at Lincoln Center. New photos were taken daily, printed nightly and wallpapered by models onto the walls of the focal display in the lobby of Lincoln Center. A live feed of Instagram images were displayed on monitors.

In addition, a mobile unit traveled to all the fashion show hot spots around the city where additional street style prints were wheat-pasted on a trailer pulled by a Mercedes-Benz G Wagon.



TEEN VOGUE

POP-UP STORE



CHALLENGE

Bring the pages of Teen Vogue to life, creating an environment where its audience could feel like an insider and experience the glamour and style of the brand.

SOLUTION

Transformed mall storefront into a sleek glamorous showcase for the magazine, its fashions and sponsors, with a walk-in fashion closet to display the magazine's latest style picks.

Huge crowds turned out for meet and greets with celebrities, while Teen Vogue editors offered fashion advice and Clinique makeovers.

THANK YOU