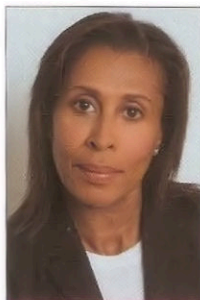


Making way for luxury brands

With advocates like Per Neuman, Sarah Gibbs, Thijs Faas and Matthew Malin, the Foothold testimonial page reads like the 'Who's Who' of current luxury cosmetics

Referred to as the elite brand management firm in the UK, Foothold's latest clutch of new names include the stunning Shiffa spa range from Dubai, the massively successful Hourglass colour range from the US (launched in Liberty this year) and the new hush hush Dr Russo exceptional skin care treatments, there is also talk of Fusion coming back to the UK with Foothold's help and the fabulous and completely exclusive UltraFlesh range.

Foothold is a specialist consultancy run by Annie Bruce (who launched Bobbi Brown, Paul & Joe etc.) and Barclay Lamont (Bodyboutique, Vitalize etc.). They are brand managers, rather than



Foothold's Annie Bruce and Barclay Lamont

distributors, and act for

the brand as consultants organising and managing routes to market. Many of their clients are introduced by PR companies who have new clients from overseas.

Foothold will advise on design, price and outlets (arranging presentations with buyers); organise warehousing, web sites and e-stores; provide advice on margins and financial forecasting, payrolls and staffing, as well as recruit, train and manage your sales force and organise events and promotions.

For more information, please visit the website: www.foot-hold.com

A scents of celebration

International Flavors & Fragrances Inc's Senior Perfumer, Loc Dong,