

JOOP! HOMME NEW WEBSERIE REACHED OVER 500.000 VIEWS ON YOUTUBE



Paris, December 14th 2011 – The Joop! Homme stunning new webserie, starring the famous James Charm, reached over 500.000 views on YouTube. The 3 first episodes of the webserie, both in German and in English, are already a success and created the buzz on the web in less than 4 weeks.

The expert, James Charm, gives seduction lessons in unlikely situations, such as the supermarket or the ladies room. With his usual incisive sense of humor, he declares: "I am really happy to see how many people already saw my tips and scored for sure!"

Françoise Mariez, SVP International Marketing European Licenses, Coty Prestige says: "We are delighted to see that the Joop! Homme webserie attracts so many people, especially in UK and Germany, our key markets. This entertaining webserie reflects the universe of the fragrance, which is modern and audacious."

This webserie is composed of 14 provocative episodes. Next week, a new one will be launched on YouTube and will also be available through the Facebook fan page "The expert in seduction by Joop! Homme".



www.youtube.com/user/JoopHommeFragrance



www.facebook.com/JoopHommeFragrance

About Joop fragrances and Coty Inc.

Joop fragrances belong to the Coty Group. Joop! Homme is among the top ten male fragrances in UK and Germany.

Coty was created in Paris in 1904 by François Coty who is credited with founding the modern fragrance industry.

Today, Coty Inc. is a recognized leader in global beauty with annual net sales of nearly \$4 billion. Driven by an entrepreneurial spirit, passion, innovation and creativity, Coty Inc. has developed an unrivaled portfolio of notable brands and delivers its innovative products to consumers in 90 markets worldwide.

The **Coty Prestige** brand portfolio is distributed in prestige and ultra-prestige stores and includes **Baby Phat, Balenciaga, Bottega Veneta, Calvin Klein, Cerruti, Chloé, Chopard, Davidoff, Home Skin Lab, Jennifer Lopez, Jette Joop, Jil Sander, JOOP!, Karl Lagerfeld, Kenneth Cole, L.A.M.B. fragrance by Gwen Stefani, La Voce by Renée Fleming, Lancaster, Marc Jacobs, Nautica, Nikos, Phat Farm, Sarah Jessica Parker, Vera Wang, Vivienne Westwood and Wolfgang Joop.**

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