



Queen of the day & Midnight Queen

Cologne, March 2017 – Heads up Fashion Queens! The licensing team of the media group “RTL Deutschland” presents in cooperation with LUXESS GmbH the first fragrance collection for trend and fashion conscious women. Inspired by the successful German documentary “Shopping Queen” on VOX, unique fragrances were created, which make fashionista hearts leap for joy. No matter if debonair in everyday life or seductive at night, the scents of “Queen of the day” and “Midnight Queen” are ideal accessories and the perfect match for every outfit.

Queen of the day – The Fragrance

Powerful, self- confident but still feminine! “Queen of the day” guides women with lightness through their everyday experiences and emphasizes their individual genuineness. The exquisite fragrance opens up with a fresh prelude of slight notes of bergamot, cassis and lemon. A sensual bouquet of lily and jasmine are combined to a symphony of floral notes and gives a unique character. In accordance with soft fruity nuances the fragrance obtains a summery lightness. The scent of “Queen of the day” joins style- conscious women through their everyday challenges.

Top Note: Bergamot, Cassis, Lemon

Heart Note: Jasmine, Lily, Melon, Peach, Raspberry

Fond: Musk, Sandal wood, Vanilla

Midnight Queen – The Fragrances

“Midnight Queen” is the companion for a glamorous appearance and puts every woman perfectly in the limelight. The oriental character of the fragrance surrounds the woman with a mysterious aura and turns her into the Midnight Queen. In the beginning a fruity mixture of citrus notes unfolds and adds a pleasant fresh aroma to the composition. Sounds of plum and mango combined with floral notes leave a



fruity aromatic nuance and create a seductive composition of scents. The fragrance is honed by a decent sweet note, which is accentuated by the intoxicating scent of sandal wood, caramel and vanilla.

Top Note: Bergamot, Grapefruit, Orange

Heart Note: Jasmine, Lily of the valley, Magnolia, Mango, Orange blossom, Plum

Fond: Caramel, Musk, Sandal wood, Vanilla

Queen of the day & Midnight Queen – The Design

The design of “Shopping Queen” is outstanding and was inspired by big fashion brands. The round bottle persuades by its classic elegance and is adorned by a graceful crystal cap, which accentuates the prestige personality of the flacon. The delicate blossom of fine organza textile gives a feminine accent to the design and reminds of the great prêt-à-porter fashion from popular international fashion metropolises. The precious rose and the velvety pink of the inventively designed folding box reflect the distinctive and unmistakable Shopping Queen colours. The packaging design sympathizes with a gift box and therefore the present for oneself or beloved ones.

Queen of the day Eau de Parfum, 50ml for 12,95 Euro

Midnight Queen Eau de Parfum, 50ml for 12,95 Euro

About the Licensing-Team of the RTL media group:

As full service agency, the licensing team of the RTL media group supports their partner with individual, creative and cross medial solutions – from planning to launch support for the licensed product. This comprises sophisticated and harmonious marketing concepts and a precise product development.

Furthermore, TV, online and mobile media may be utilised to support sales of the licensed products. This comprehensive performance spectrum in combination with power- promotion of the transmitter family of the RTL media group, guarantee a longstanding and sustainable success of licensed products.

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Queen of the day and Midnight Queen are available as from 15th March in cooperating retail stores.