

Exotic Fire™

Véronique Perrin®
Close-up Doll

An IT girl on the Beach

Véronique's annual island getaway was fast approaching and she couldn't wait to get away from her responsibilities for a week or two. This year would be different though, as she would have to mix business with pleasure once more. The W crew had been cordially invited to attend the first annual celebrity bash in Bora Bora and she knew by the industry-wide buzz generated by the event, this would be the fashion event of the season.

Just minutes after she had set foot in the delightfully warm sand, she was cordoned off to the event. FTV and just about every major fashion editor were present to interview the attending A list crowd. Caught in the middle of a total media circus, Véronique soon saw a cloud rising on the horizon when she overheard the infuriated voice of Natalia Fatalé creating a commotion at the entrance coupled with the cold stare of Kyori Sato glancing in her direction. This would be the first time Natalia and Véronique would come face to face in public. How she truly wanted to be alone on the beach at that very moment... No one would ever find out!

Bombshell™

Adèle Makéda®
Close-up Doll

A little competition is good for the soul.

Although she would never let it show, Adèle had felt a little overwhelmed the day before by the press conference on the beach and had been glad to regain her freedom once it was over. Kyori and Natalia had been a handful to deal with and she still had a hard time believing how low their attempt to get into the event uninvited had been.

What better way to put all worries aside than a day at one of the island's most exclusive spas? Adèle emerged with a striking new look, updated hairstyle with sexy, wavy bangs and all. This little makeover proved to be buzz-worthy, as the hungry paparazzi fought to get pictures of her. As Adèle rushed to climb into the convertible waiting outside of the resort, the photographers couldn't help but wonder who that dark gentleman was so eagerly waiting to steal her away.

Seashore Rebel™

Natalia Fatalé™
Close-up Doll

Welcome to drama by the sea... A not so quiet place to be!

As she read the list her publicist had sent her, Natalia's blood boiled as she realized that only her assistants had been asked to attend the Bora Bora celebrity bash and she wasn't invited. How could they do this to her when she knew perfectly well that the organizers had asked her archrivals to attend personally? She decided on the spot that this would not stand and called her acolytes to organize a last minute trip to the island.

True to her flamboyant self, she would simply have to make sure that no one would ever make that mistake twice; Natalia Fatalé was a woman who demanded respect and always got it, no matter how.

Soon, every fashion publication would be begging to cover the sensational rise to fame of the self-proclaimed empress of Missima.

Skin is in™

Kyori Sato™
Close-up Doll

Even the most exotic roses have thorns.

Kyori was certain that she and Natalia would remain on top of the news for weeks to come. After all, the disruption they caused at the press conference the night before had been no small feat in itself. But who would have thought that by the end of the day the field paparazzi would have already turned their attention back to none other than Adèle Makéda?! Not only was every paper abuzz again with the diva's ever changing look, but also the suggestion of a possible new beau had sent speculations about her love life soaring to higher levels.

Kyori and her boss had just about enough at that point and the fact that those young upstarts had managed to out stage them once more, just added fire to their anger. It would seem that W would never go away and that Missima would have to come up with something drastic to bring the spotlight back onto itself. Rivalries just soared to a whole new level!

Runway Right Away™

Vanessa Perrin™
Dressed Doll

Hold on the fort in style!

Sometimes, being left behind can be a bore, but when someone as important as Véronique Perrin tells you that you are needed and trusted to make sure a corporation the size of W runs smoothly, you simply cannot argue.

Vanessa really wanted to go to India to chase Isha with the rest of the W crew, but she knew that the tough assignment her sister had given her would prove to be a test of her resolve and dedication to the company, which she fully intended to pass with flying colors. Make no mistake, soon no one would ever take little Vanessa Perrin for granted. Her seriousness, her savvy business sense and dedication to W would equal only Véronique's and would prove that she was all brains and beauty too!

Riveting Premiere™

Isha™
Dressed Doll

Star struck like never before.

For weeks Véronique had been trying to find the right face to launch Exotic Fusion, a new line of high end skin care products. This collection, based on long forgotten Oriental beauty secrets she had recently re-discovered, would surely be another W coup d'éclat that would redefine the way women see cosmetics today. Indeed, if only she could find the right angle to market this new line, her success would be guaranteed!

Even though she had interviewed just about every beauty queen and starlet on earth, Véronique wasn't satisfied with any of them. Some simply didn't fit the level of sophistication she strived for, others were simply too young or too flaky. Then, one evening as she was part of the posh crowd attending the Parisian premiere of Age of Opulence, one of the most praised productions ever filmed in India, it came to her. Véronique couldn't believe what effect the appearance of the movie's main attraction, an actress simply called Isha, had on the already star struck crowd. Right that instant, she knew the inherent magnetism that emanated from this woman would make her campaign a blockbuster hit! Now, if only she could get to her before Natalia Fatalé...

Age of Opulence™

Isha™
Dressed Doll

A magnetic screen siren.

Aptly named Bollywood, Bombay is widely recognized as the capital of the Indian cinematic industry. With more high budget productions emanating from its studios than there are movies being made in Hollywood, the Indian movie business is one of the largest in the planet. Movie stars are treated like Royalty by the fans. However famed actress Isha (born Isha Kalpana Narayanan) is in a category of her own. Never has the world met a more attractive, sophisticated and intriguing personality. Capable of making entire crowds respond to her every words whether on screen or at public appearances, there is something almost hypnotic about Isha's demeanor. Indeed, always knowing what to say, when to say it and more importantly how to say it, is a talent that she has mastered like no other. One word and you are under the spell. Some say the hold she seems to have on everyone she encounters is uncanny.

Star of one of India's most anticipated productions, Age of Opulence, Isha shines in the role of Princess Niri, the ruler of the Crystal Palace. A paraphrase for very modern themes, this movie truly presents Isha in the best possible light. This story of fame and fortune will eventually lead to her first trip to Paris for the international premiere gala of the film and her formal introduction to two very famous Parisian socialites who would soon be fighting over her. With both executives offering contracts that would make her the universal star she'd always strived to become, whom should she chose?

Behind Velvet Ropes™

Natalia Fatalé™
Dressed Doll

Always ready to stir trouble in style!

For once, Natalia Fatalé couldn't care less when she received the invitation. She thought a simple little Bollywood production wasn't enough for her to bother with, but the story quickly changed when her publicist told her that "the other one" would be going. How could she let W and especially Véronique Perrin be in the spotlight, even just a little? Never, she simply wouldn't.

Showing up fashionably late, Natalia was quietly thanking her inner self as she saw the un-expected crowd that this movie had attracted. She immediately thought that she should fire her publicist for his lack of vision concerning this movie premiere. Brooding, Natalia was soon pulled from her quiet exasperation by the arrival of one of the most fascinating actresses she had ever seen, Isha! Quickly scanning the crowd to assess her rival's reaction, she immediately noticed Véronique's face lighten up. Putting two and two together she immediately realized that Isha would be the ideal person to represent that new secret W line that her industrial spies had informed her of. Her cunning sense of mischief immediately told her that she had to stop this potentially successful union as she rushed over to introduce herself first. How could she miss this opportunity to steal the spotlight again, even from behind the velvet ropes?

Hot Topic™

Luxury Wear™
Fashion

Calculated Couture!

To stay on top of their field, industry executives such as Véronique Perrin and Natalia Fátiga have to stay well informed of the ins and outs of just about every segment of the entertainment industry. Be it movies, music, fashion or world events, who's hip or what's in, the places to be and the things to see constantly influence trends and help define how cosmetics are being designed and marketed.

On the other hand, being trend influencing figures themselves, houses like W and Missima must always make sure that the image reflected by their leaders will have that lasting impression on the world. An army of publicists always makes sure that even the most trivial public appearance is perfectly polished. So like the saying goes... A little couture goes a long way!

Hello Bolly!™

Luxury Wear™
Fashion Accessory Set

Shining in the right outfit!

Isha was simply torn between W and Missima. On the flight back home, as she studied the two extravagant offers that were rushed to her right before her departure from Paris, she couldn't believe what two mega moguls of the cosmetic industry were ready to do to get her to sign with them. Lavish gifts, company shares, almost unlimited expense accounts, limo services, permanent lodging in Paris, you name it. A little overwhelmed by it all, she still couldn't help but wonder about the legitimacy of the Missima offer. W had made it's position clear, with a concrete proposal for a specific line and it just felt like Missima may have a hidden agenda. Not ready to be caught in some strange competitive war, she decided to put both offers on ice for the moment. But things change...

As the plane made its final descent towards Bombay, she couldn't help but notice a large crowd standing on the tarmac near her arrival gate. Wondering how all these people had gotten wind of her arrival, she soon couldn't believe her eyes: it seemed that W and Missima had put together some kind of welcoming committee, official company flags and free promotional items to push her into a swift decision. Still, her biggest surprise came as she saw the two rival socialites emerging from the crowd with new, even better offers. She could worry later about how they had managed to beat her to Bombay, now the pressure was on to quickly take action and the decision would be more difficult than ever!

Cocktail time... Almost!
In Ginza Kyori

All the hustle of the Missima / W rivalry had kept Kyori busier than ever. The constant shoots, most of the time on location, were taking their toll on the self-proclaimed most popular model in the world. Natalia and her team of publicists were coming up with more and more unusual places for photo shoots. From the vastness of the Nevada desert near Las Vegas, to bizarre amusement parks and remote exotic locations, Natalia was always looking for shocking venues that could potentially upstage W's very creative campaigns. So, desperately needing a break, Kyori decided to fly back home for a nice long visit with her acolytes and the rest of her clique, however a star stays a star no matter where she goes.

Only an hour after she dropped her load of luggage on the floor of her posh Tokyo pad Paris was already calling. Not taking no for an answer, Natalia didn't care about the meaning of the word "vacation", Kyori soon found herself, pretty much against her will, on location in Kobe shooting the next Missima campaign. Not too happy about this she still managed to shine for what would become one of the most memorable publicity campaigns Missima would ever put out.

Swam-like grace personified.
In Poesie Sans Couleur Vanessa

With her picture appearing in every major city due to the highly successful W ad campaigns she had been a part of, Vanessa Perrin had fast become the most photographed girl in the world. No one could have ever hoped for a better success story so early in a modeling career yet, she was about to be offered a once-in-a-lifetime opportunity that would make her previous achievements pale in comparison.

Selected by the Chambre de la Haute Couture de Paris to be this season's official model, her stunning features would grace the covers of countless fashion publications, from magazines to official show programs and couture catalogues. Silently screaming inside as her sister read the elegant letter from the President of the Chambre, she could barely contain her enthusiasm.

Bestowed with this great honor, Vanessa would soon join a very selected club of exquisite ladies, rare creatures hand picked by the finest to represent the crown of Parisian Couture. Now, her delicate, swan-like character would be immortalized for future generations to gaze upon. A true fairytale story!

Celebration, Royalty Style.
In A Fashionable Life Vanessa

The Perrins, one of the highest raking families in Monaco, is well known for the lavish, extravagant functions they host and their annual Christmas Charity Ball is the event of the year for the entire European elite. This year would be even more important since rumor had it that not only would famed models Adele Makeda and Vanessa Perrin attend, but that Bollywood star Isha would make an appearance too.

Veronique and Vanessa's parents were thrilled by all the publicity and judging by the RSVPs they had received, the Perrins knew the Ball would be the best ever. They knew they could count on the generosity of their many relations to donate millions of dollars to help needy kids for Christmas.

Happy Holidays to all!

Something Cool™

Isha™
Close-up™ Doll

Cool is hot!

As she sat in her director chair waiting for the shoot to begin, Isha was becoming energized and keyed up. Everything had to be just right and she knew it. Today was her big debut as a European celebrity. Today she was doing her first shoot for W!

She was ecstatic when Ms. Perrin approached her with the project and she quickly accepted after reading the script. The commercial was going to be amazing and she was thrilled at the thought of being the star. The concept of "lounge culture" was new to her but this whole Royaltini thing sounded like such a cool place that she simply couldn't wait to see it all come together.

Before she knew it, the director had shouted "CUT!" a few times and the principal photography was done. Isha hoped it would go on forever. She was so totally into it and couldn't remember ever having this much fun on a set in India. Isha was becoming really immersed in W and her new found friends. She knew she had made the right choice to join Ms. Perrin's team, not only had she found a new employer, she had formed a family-like bond that would last forever.

Something Sexy™

Adèle Makéda®
Close-up™ Doll

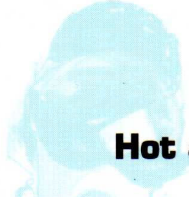
Eagle Eyed Sex Kitten.

As soon as she noticed the pink turban going around, she knew something was wrong. No one had told Adèle that a new model had been hired for the shoot. Only Vanessa, Isha and herself were to star in this commercial. The stage was set and lighting crews were performing last minute adjustments to ensure the proper mood in the lounge. She suddenly felt a cold, hard, calculated stare and knew immediately who it was. There was trouble for her and her friends. Kyori Sato was in the house and she had to go immediately.

After warning her sister, Adèle called out Kyori's name to confront her only to see the star of mischief make a quick exit. Adèle quickly assessed how much the nasty spy would have seen, knowing that she would high tail it back to Natalia. W was in big trouble. A few moments later though, as the camera started rolling and the lure of the set took over, her worries disappeared and the magic happened. It was obvious that this commercial was going to be huge and would be talked about around the world!

Something Hot™

Kyori Sato™
Close-up™ Doll



Hot and Sour!

Furious that in spite of all her efforts Isha had decided to sign with the competition, Natalia Fatalé was totally beside herself. What an insult this was and she simply did not understand why despite an offer more generous than W's, she had lost this potentially high profile spokeswoman. She would have to rely on Kyori more than ever to insure Missima's success from now on. However, more pressing matters than her current diatribes were at hand. She desperately needed to know what was happening on the W set and Kyori was the only ace she had that could discreetly blend into the crowd and steal a look at the concepts that would be publicized in W's upcoming campaign.

Soon, clad in hot 60's garb of her own, La Sato entered the lounge as discretely as she could and started taking notes. Unfortunately, her disguise fooled no one, especially not Adèle Makéda, who soon called her bluff and had her running for the door. As fate would have it, she still managed to gather enough information and she knew immediately that her boss didn't stand a chance; the W campaign would be an enormous hit! The self-proclaimed owner of Missima would be red with rage!

Gliterrati™

Véronique Perrin®
Dressed Doll

Véronique is All that Glitters!

The Royaltiny Lounge was outstanding! It was as if time had stood still and the early 60's were here again. From the velvet covered wall paneling to the luscious golden lighting fixtures, the soundstage oozed the flavours of the period. Véronique was delighted as well as amazed that her designers had managed to do so much in so little time. The filming of W's latest commercial spot and the following launch party would be one of the coolest ones she had ever organized.

When the shoot started Véronique was over the top with excitement. Her sister, friends and everyone involved in the project were dolled up like sultry lounge lizards. The entire set was 'jumpin'! Her dreams were coming alive and her pulp fiction fantasies were finally materializing in front of her eyes!

My Precious™

Luxury Wear™
Fashion
Convention Exclusive

**Soft and cuddly, precious
little friend**

How could she not fall in love with it? When Isha offered the little stuffed bear to Véronique as a good luck gift on the first day of shooting, someone quickly christened it "Bearonique"! It wasn't long before the little pink tweed bear became the mascot on the Royaltini set!

For Véronique and the rest of the W crew, this simple little token of friendship from Isha quickly became laced with the memory of a great day. Bearonique would forever represent that when people who share the same passion come together and put forth their best work, the perfect recipe for success is created!

Dressed to Thrill™

Luxury Wear™
Fashion

**A Vintage Wardrobe is a
must**

Costume Design was key! The message delivered in the commercial depended on it.

Véronique Perrin sought out only the best designers when she came up with the Royaltini Lounge Concept and of course, she got them! From great flared coats to swinging dresses, everything had to be perfect. She took a no holds barred attitude towards making sure everything was beyond perfection and it paid off. The commercial was an instant success. A real "tour de force"!