

(NATURAL PERFECTION) véronique perrin®

W Cosmetics Annual Report
Véronique Perrin
CEO, W Cosmetics

This year we turn to Asia for thoroughly modern looks coming fast and furiously from the land of the rising sun.

For a long time, Japanese women have been known for their legendary beauty and flawless complexion, and Japan itself is bursting with creativity due in part to its keen eye for what's next. From a Geisha's porcelain-like perfection to centuries-old proven beauty techniques still used today by Japanese women all over the globe, this year we are set to explore a world filled with innovation deeply rooted in tradition.

Firm, strong, determined, just like the women of W!
Join us as we unveil our most daring collection yet!

(GLAMOUR-TO-GO) adèle makéda®

Paris Soir News
Beauty Section
Cover Story

Glamour is Back!

The world is truly buzzing: Glam is back!

We met with model Adèle Makéda, a top style authority, to get the scoop on all those rumors we've been hearing. Is it true that women should look more glamorous than ever? Should global warming mean less clothes and more skin? Can everyone's problems be solved with the application of the right foundation and a little self-tanning lotion? According to Makéda, the answer to all those burning style interrogations is "Yes! If it feels right, just do it! Don't hesitate to look your best; you never know what might hit. Be prepared for what life has in mind for you... in a glamorous way. Style is always the answer to any situation!" Dear Adèle, we could not agree more!

On the business side of things, the latest reports from Tokyo indicate a storm front on the beauty horizon as W Cosmetics unveiled its new "Stable Complexion Hydroxy Hydrating Emulsion" to the Japanese market last week, another totally futuristic age defying complex that's years ahead of the competition. In a matter of weeks, the skin of all the subjects we tested looked at least 10 years younger and firmer and believe us, we were those test subjects, we should know! On another front, does W need to worry about the reorganization presently going on at major competitor Missima? As Adèle told us, "Why? We're still on top because we are true to what we do. The day the Missima crew starts being honest we will begin to worry!"

(RARE FIND) Isha™

Paris Soir
Entertainment Section
Alex Mann, Special Report

What a great evening it was last night in Tokyo as we attended famed designer Isuzu Sakamoto's most anticipated spring show ever. All who attended came not knowing what to expect, as Sakamoto is well known for his extraordinary fashion shows that look more like art exhibits than traditional "model on the catwalk" venues. Truly this show was no different! As guests were guided to their seats by alien-looking airline stewardesses each holding a tiny light in a completely darkened room, anticipation rose to new levels of suspense and excitement.

Soon, to everyone's complete surprise, some of the world's biggest movie stars started to parade in front of our eyes, each wearing the genius' creations. The likes of Cherilyn, Angel Jolina and Julia Morris, to name a few, walked the catwalk as if they were professional models. Although each looked breathtaking, the biggest surprise of all was the appearance of Indian actress Isha, of whom no one had heard anything in almost a year. The room went wild as soon as guests in the audience caught a glimpse of the star's delicate frame; a quiet murmur at first quickly became a full blown roar of applause which I'm sure reminded Isha that she has been dearly missed.

I caught up with my old friend after the event for a quick interview and was pleased to learn that she is working on a brand new film, which is set mainly in Japan, but will also be staged at many other exotic locations. Rumor has it that she has been selected to be a spy girl on the next Jon Bondo movie, but Isha laughed and did not want to confirm the rumor, telling me to wait and see as she got pulled away by her friend Véronique Perrin. All I could do was join the rest of the crowd and scream:

"Isha, where have you been? We missed you!!!"

(LIVING DANGEROUSLY) kyori sato®

Paris Soir News
Fashion Section
Manuella Borollo, Reporter

Rumors abound these days as Tokyo Fashion Week comes to an end. Who's that new girl hanging around Missima model Kyori Sato? Could she be a new face that we will soon see representing Missima along side Erin S. and Nadja R.? Is she a family member or perhaps just another one of the temperamental Sato's many groupies?

Upon a little investigating at an after-party, a Missima insider confirmed that Kyori Sato had selected Japanese top model Ayumi N. to become the new star of the company, and that Ayumi had been hanging out with Kyori's crew until the wee hours of the morning, living la dolce vita in some of Tokyo's hottest spots.

Kyori and Ayumi (being major favorites with the Japanese public) should really strengthen Missima's presence within the Japanese market, which is exactly what former CEO Natalia Fatalé had started to work on before her untimely dismissal from the company last November. Now thanks to Kyori Sato's obvious efforts to take over the artistic gap left wide opened by her old associate's departure, Missima will truly return to its roots: cutting edge high-glam!

(PHOTO REALISM) véronique perrin®

Beauty Parade Magazine
Town Talk Section
Manuel Iroquois, Reporter

When style meets intelligence, Véronique Perrin is there. But ask her to blend in behind a curtain of deception and gossip, such as the one carefully woven by the usual players at Missima Corporation, and the top pro of the industry and her crew immediately walks.

Wanting to prove that she would not stand down on her principles, when asked about her thoughts on the subject of the nomination of a young, inexperienced 22-year-old at the head of the competition, Véronique immediately redirected the conversation towards her company and told us more about her plans for success this year, which include, to name a few, more extraordinary concoctions and alliances with business partners that one would not immediately associate with the world of beauty and cosmetics.

Always the realist, the pragmatic leader of W insists that her focus is totally on her brand(s) and that she honestly could care less about what the competition does. According to Perrin, W will keep its focus like never before and has more in store for everyone this year.

We are glad to hear that at least one team is focused in the industry!

(DARK NARCISSUS) kyori sato®

Missima Corporation
From Kyori Sato to Darius Reid
Via e-mail (PERSONAL)

Dear Darius:

It was more than a pleasure finally meeting you in person last weekend at the Gramercy Awards in NY. I knew the first time I saw you on the cover of Music Exec magazine that sparks would fly between you and me one day soon. I'm glad you seemed to think the same thing also...

I will gladly accept your invitation to take a personally guided tour of your vast music studio, just as soon as I finish the very important campaign I am working on at Missima. (What would this company do without me? I really wonder.) I know you and I will make a real "connection" when we get together. As you know, the flights from Paris to New York usually run very late, so I hope it's not going to be a problem if we take tour by ourselves late at night.

Ta-ta for now,

Kyori S.

(FACE TIME) eugenia frost™

PERSONAL AND CONFIDENTIAL MEMO

To: Eugenia Frost

From: Bernard Goldenstein, Board Member

Dear Eugenia:

We are very pleased at the progress Missima has made under your direction in so short a time. However, we are concerned about the "behavior" that Perry has exhibited recently. As you and I discussed briefly after the last board meeting, he is getting out of control. He will not drop his ludicrous idea of creating a worldwide chain of Missima Cosmetics themed restaurants, and we are finding him quite disruptive since his return to the Company's Board. Not to mention that his blatant chasing of several young models at recent company events does not make us – or you – look very good.

I think we need to speak soon and confidentially. Please have your secretary make an appointment with my secretary as soon as possible. If you can, please discreetly bring with you a copy of Perry's paperwork showing his stock holdings in Missima. (Check the bottom right drawer in his desk office; he is a creature of habit.) I think we need to "strategize."

Kind regards,

Bernard

Who's Who
Luxury Wear™ Fashion

Daily Beauty
On-Line Blog
Anonymous Contributor

I was a little shocked to hear that Missima now operates under new management...of a 22-year-old millionaire British girl, no less! What happened to taste and drive? One wonders. Just a few months since we heard of Natalia Fatalé's dismissal; and already a new, younger, attitude-laden CEO takes over. Will Missima ever settle? Perhaps the new Frost girl will shock us soon and do something grand and impressive, reminiscent of the good old Fatalé days. Yet, I can't help but feel that someone is still pulling the ropes at Missima; and it's not Eugenia. Their latest collection is far too good for someone so young and inexperienced, and company stock has never traded so high. Interesting.

On another subject, I attended designer Jason Wu's after party last night and caught a glimpse of the new CEO trailing behind her rich husband, Perry Marino. This was an interesting scene to behold. I think Eugenia will definitely surprise us in the months to come: the girl was able to stand up to the womanizer and show him who's the boss, putting him back in his place with her temper of steel. Any other woman would have walked when he went after the young blond model of the evening, but not her. Yes, watch that girl go, my friends. There's thunder in the air!

Note: this one also came writing in the actual story card.

**Talking Drama
Adèle Makéda®**

Royal Drama Part 1

A rumor is just a rumor... for now.

When Adèle heard that her friend Véronique was to be awarded The Legion D'Honneur medal (Legion of Honor) by the French government, crowning her resounding achievements with W, she knew she had to look stellar as the whole world would be watching. The ceremony would be a first: Véronique Perrin was to be the youngest person in the history of France to receive this ultimate symbol of acknowledgement!

Things were going fabulously well. With excitement at an all time high, what could possibly ruin this perfect moment? Surely enough, clouds on the Missima horizon, what else? While taking part in a meeting at Véronique's publicity agency to plan the party that would follow the ceremony, Pierre and Adèle overheard a few nasty assistants salivating at the rumor that Missima would make a fool out of the Perrin family in front of the whole country at the ceremony. Rumor had it that Kyori's crew was planning something so big that everyone's head would be spinning. But what could it be? Was this rumor even true or just the ramblings of some sad little unimportant wannabes? Adèle started to fear for the worst, especially given that she had a bad feeling since she had seen her friend Véronique having lunch with new Missima CEO Eugenia Frost a few days ago. Had the world gone mad? Should she be scared? She wished someone would tell her what's going on...

**Rule Breaker
Pierre DeVries™**

Royal Drama part 2

Pierre and Adèle walked out of the publicity agency in total fury. How could those pretentious little publicity execs make fun of not only their main client, mighty W Cosmetics, but their friend, noble and gentle Véronique Perrin? This behavior to Pierre was simply unacceptable and he made sure the assistants in question got reprimanded. Véronique would hear about this for sure!

Strangely enough, this was just the beginning of a saga that would get more and more bizarre by the hour. A story filled with twist and turns that would end with a real surprise outcome no one would ever expect. In the cab back to the office the two friends sat quietly, both reflecting on what had just happened until not able to contain herself any longer Adèle broke the silence and said:

-“Pierre, I saw Véronique having lunch with Eugenia last Thursday at Ile de Paris.”

-“What?! You're kidding! She never told me about this, why did you keep it a secret? I love Vero, but is she crazy? Lunch with the enemy?”

-“I know, I know. I was trying to catch a cab when I saw them. I was so stunned; I didn't have the courage to go say hello. What do you think this means?”

-“Trouble, nothing but trouble. What else?”

The pair didn't say a word for the rest of the trip back to W.

Pale Fire Vanessa Perrin™

Royal Drama part 3

Vanessa Perrin was all too happy to be at her sister's side at the upcoming ceremony. Her parents were on their way from Monaco to attend the ceremony and finally she thought, they would be able to witness for themselves what a genuine success the two sisters had become and would stop hounding Vanessa with the idea that she should return home and marry rich, like all the other socialites her age. Even after all these years, all the successes, the media frenzy, the Perrins still wanted their youngest daughter quietly married and out of the public eye. Maybe this little trip to Paris would force them to leave her alone...or so she daydreamed about.

Vanessa was pulled away from her quiet contemplation when she overheard a heated exchange between Pierre and Adèle who had just stormed in the office:

-Pierre scolded Adèle, "I can't believe you kept this to yourself, what were you thinking?" .

-“I didn't think it was a big deal at the time, Véronique has been trying to build a bridge between the two companies, I just thought this was no different! Calm down!” Adèle defended.

-“What's going on? What did I miss?” Vanessa added in excitement.

After the pair brought the model up to speed, the mood changed somewhat. Vanessa, quickly excused herself and left almost running, saying she was late for a fitting.

-“Sometimes I just don't get the girl! Doesn't she care that her sister is in bed with the enemy?” Pierre and Adèle wondered.

What they didn't suspect is that Vanessa Perrin knew way more than she let on and that she was a better actress than they knew. Truth was, Vanessa simply chose not to get involved, as she knew all would be revealed very soon.

In Bloom Vanessa Perrin™

Royal Drama part 4

Trying to keep her calm so no one would notice, Vanessa ran to her sister's office and closed the door behind her, her heart pounding in her chest.

A little irritated, her concentration now broken, Véronique slowly lifted her head and gave her sister an irksome look. Vanessa choosing to ignore Véronique's attitude, immediately said:

-“They know.”

-“I'm not sure what you are talking about, but it better be important, these reports are due in the morning”, Véronique snapped back.

-“Listen, put aside this report for two seconds, Adèle saw you with Eugenia and she told Pierre.”

-“Oh no! Looks like Pierre and Adèle are more curious than I thought! What will I do with those two? My, my, my!” said Véronique in a really coy tone.

-“Don't you care? If people find out, everything we've worked so hard to achieve will fall apart! We'll never be rid of Missima,” complained Vanessa.

-“Run along dear, pretend nothing happened and don't worry, I've got things under control. Your sister didn't get where she is today without thinking outside the box now and then. Go get ready for the celebration, mom and dad are about to arrive and we can't let anything on.”

-“But what if they find out? Did you tell them? If they slip without knowing in public they could seriously set the plan back and ruin everything” worried Vanessa.

-“Mom is already in on it and she promised she would tell dad, they'll just ignore her and she knows that, so we're good. Vanessa honey, this day is about us; I've worked extremely hard to get us where we are. Nothing, no one at Missima can stop this ceremony from happening, so it's safe. The real drama will happen in London next month, that's what you really should worry about. Now go! I have to finish this and get ready myself, after all, I can't keep the President of the Republic waiting!”

That evening, the entire Perrin family, their friends, colleagues and all of their fans proudly cheered for Véronique Perrin as she as the Legion of Honor was bestowed upon her. Just as Véronique predicted, the Missima crew could do nothing else for now but stand by and watch it all happen quietly. Secretly however, Véronique knew that the months ahead would be pretty bumpy and that made her smile in anticipation... Let the drama begin!

The End.

(TÊTE-À-TÊTE) pierre devries™

Aperture Magazine
Hotter than hot photographers!
Miguel London, reporter

What's going with today's photographers? Are they all suddenly leaning towards being in front of the lens as well as behind it? Will camera manufacturers soon have to invent new cameras that facilitate narcissistic self-portraits?

All those questions and more were asked recently at the Tokyo Foto Fair, where I met with photographer-turned-model Pierre DeVries to talk about his cover shots and his work at W Cosmetics.

AM: Pierre, what's the deal with all of those controversial, sexy shots of yourself that recently appeared on covers and all over the Internet?

PDV: Well, it's an interesting story; let's just say that it came as an unsuspected surprise. My good friend Véronique [Perrin] at W asked me to model for her new men's skincare line after my other friend Francisco bailed out on us.

AM: Were you comfortable doing the shoot considering how revealing it was going to be? Do you see this becoming a new direction for you? You are, after all, the full time photograpser for W!

PDV: We had a lot of fun during the show. The girls at W are constantly teasing me about the hours I spend at the gym, but they stopped teasing when they saw the results once I took off my shirt! (Laughter) To answer your second question, if they ask I'll be there; I love to explore every aspect of the art. I wish I could duo with Francisco [Leon] at some point, he's been a fantastic subject to shoot. He wears his emotions on his sleeve, and people like that are natural models!

AM: Thank you Pierre, we look forward to more of your excellent work, behind and in front of the lens, for W Cosmetics!

(PRIMAL URGES) francisco leon™

Better Business Today
Financial News
Maggie Matsoru, Consultant

Francisco Leon to close major deal on resort.

Currently giving in to his passion for fashion on a modeling assignment in Tokyo, resort promoter and jetsetter Francisco Leon shocked the business world when he made a surprise buyout offer on Carollo's, the biggest family owned seashore resort on the coast of Spain. Apparently the shrewd move followed a very enthusiastic tip from an undisclosed source very close to the young and trendy real estate magnate. This news was most unexpected as many in the business world had their eyes set on this premium lot of land which had been ferociously guarded by the Carollo family for the last 50 years. Many potential buyers immediately cried foul and rumors of suspicious dealings are wildly circulating.

Very little is known about the transaction itself as details surrounding the takeover are still being kept under wraps by all parties involved, but we were told that the playboy made a somewhat low-ball offer for the failing and aging resort. Supposedly this all transpired even before the property made its way to the market after Mr. Carollo's untimely departure from this world. The Carollo children, desperate for funds following lawsuits brought on by several unhappy customers who were recently injured due to a series of freak accidents, apparently accepted Mr. Leon's offer, no questions asked.

Several of the top architects in the business have approached the promoter with very intricate plans to bring this long time high-end socialite-favorite vacation spot into this century and out of the squalor it had fallen into in recent years. When BBT tried to reach Mr. Leon in Tokyo for comments on presumed allegations that the family was bullied into selling at a very difficult time, he was nowhere to be found.

**High and Mighty
Darius Reid™ Dressed Fashion Figure**

When Francisco Leon introduced Kyori Sato to his long-time business partner Darius Reid at the Gramercy Awards in NY, little did he know that he had finally found the woman who would turn this lion into a lamb.

Since Sato accepted his invitation to visit his recording studio, the model has had him under her spell, the poor boy not knowing how to act around the *Femme Fatale Japonaise*. Darius found himself in a very strange position indeed. Being the one always in charge for most of life, with his "yes-men" obeying his every whim and desire, Reid is just confused right now and most of his entourage finds this quite funny. When *La Sato* says jump, Darius says, "How high?" How could someone as important as Darius, someone used to making such high-stake business decisions, be brought down by a simple *model*? How could he, high and mighty Darius Reid, fall head-over-heels in love so easily with someone he barely knew?

The answer was simple and he would soon find out- *Kyori Sato is no ordinary woman*.

**Checking Out
Francisco Leon™ and Colette D.™**

Francisco needed a break from his life as a playboy. After all, isn't it tiresome to be surrounded by beautiful people 24/7, be rich beyond anyone's dreams and absolutely handsome? Right. What a joke! In reality, the boy was working 24/7, didn't have ten minutes to himself and needed a break. He woke up one morning with a feeling that he simply had to disappear for a while or his horde of wannabes would drive him mad. A ski trip would solve all this. A little sport, some fresh air, a little après-ski... What better way to rejuvenate oneself? So after a few quick calls, Francisco was on his way to one of the most fabulous ski resorts in the world: his own. Yes, the young man had just bought a little place in the French Alps a few months ago and had been dying to check it out!

A little while later, while he was waiting for his personal jet to be ready in the VIP lounge of Charles de Gaulle airport, the millionaire hipster saw top model Colette D. quietly sipping a cocktail at the bar nearby. Leon remembered meeting the model at a Missima party a short time ago, so he decided to go over and say hello. After a quick chat, Colette announced that she needed a break to think about her future at Missima.

"I can't deal with the girls anymore, they are just so mean to me, I just can't fit in their little games, I'm going home!" she exclaimed.

Francisco gave her a hug and said:

"Don't worry about it, it's just a bad patch; don't throw your budding career up in the air because of them. I know they are a handful, but they need you as much as you need them. Why don't you join me for a week or two at my resort? Think about your future and have fun with me?"

"But what will I wear? I was on my way home to St-Tropez! I have seven bathing suits and a sundress in my bag" she laughed.

"Trust me child, you won't need anything else!" Francisco smirked, checking her out...

(PRETTY CALCULATED) erin s.™

Fair Vanities Magazine
Social Commentary
Martin Leblanco, Columnist

Today's young socialites certainly attract the world's attention. What changed so much in the last few years? What made relatively unknown, chronically unskilled uber rich socialites skyrocket to the top of the celebrity food chain? When did being rich all the sudden become a talent in itself to be adored and recognize by the masses? The entire team here at Fair Vanities truly wonders if our society is not slowly walking down the slippery road of self-induced tackiness. Take supermodel/socialite Erin S., for example. Last week alone, she could be seen on the cover of not three, but nine gossip rags! Everything, from her latest hairdo to her scandalous taste in friends or the flashy colors she wore at the Gramercy Awards, automatically becomes cause for coverage. Did we miss the memo from Missima Cosmetics that forces all their models to be controversial at least once a week?

Please God, tell us such a thing doesn't really exist in this world and if it does, make it stop!

(URBAN OUTFITTING) nadja r.™

Directing, Inc.
Directors Guild of Hollywood Official Newsletter
4th Quarter 2006, Social Section

Director George Rhymes and his attitude-laden top model of a daughter, Nadja, made quite an entrance at the roast in his honor last month, commemorating his twenty successful years in the industry as a director. Never has our quiet little group seen a more shocking image than the Rhyme girl wearing next to nothing on six-inch heels! Poor George, you truly have a handful with this one. Seems like her association with European cosmetics firm, Missima, is truly starting to show.

Later in the evening, giving a perfectly orchestrated and shocking little PR performance in front of the press covering the event, the young girl seemed to know exactly what she doing. A sign that some of daddy's influence is still there somewhere in that pretty head of hers, perhaps? Actually, judging by the coverage she generated for daddy's roast, Rhyme's youngster is not done with everyone talking about her... What is it with those Missima models? Did someone put out a memo forcing them to be controversial or something?

(MIRACLE CHILD) ayumi n.™

Tokyo Pop Magazine
Scene Trend Column
Roshi Takama, Reporter

(Translated from Japanese)

Everyone present last night at the *Hiro Super Excellent Fashion Show* had the great honor of meeting famous Parisian-based Japanese top model Kyori Sato and discovering her young new protégé, fashionista Ayumi Nakamura, or Ayumi N., as she likes to be called.

The new rebel child of the Japanese fashion scene, Ayumi N. totally stole everyone's heart when she completely took over the catwalk as soon as she made her entrance. Nakamura taught the audience a lesson in adoration and showed us why she deserved to be part of Missima's leading team of models; her hard-edged attitude is totally what Missima needed to complete its already strong team. Kudos to Kyori Sato and her usual flair! Soon Ayumi's face will be seen all over the world!

All we can say is wow! This girl is hot!

Visible Sensation
Behavior Wear™

When Nadja R. goes about town, she usually does so with a style all her own. Never one to settle for the ordinary, her keen sense of style has caught the eye of more than one headhunter. Whether dressed in high-end designer couture on the catwalk or going about her daily business on the streets of Paris, she just doesn't care what people say and sticks firmly to her totally outrageous style.

Being true to who she is helps her think outside the box, an ability so precious in an ocean of blonde-haired, blue-eyed bimbos. If Nadja wears it today, somehow everyone will be doing it tomorrow- plain and simple! Besides, who is she kidding? She loves the attention; she's on Kyori's team after all!!

(PAINTED BLACK) erin s.™ & colette d.™

Hot Press!
Inside Teenage Trends
Carleton Varina, Consultant

Is Black the new white, or vice versa?

To some, the real answer to this age-old question will never be revealed, but to many fashion gurus, the answer is simple: black and white will never go out of style!

Seeking answers of my own, I recently followed two famous models while visiting Tokyo's Fashion Week and did a thorough study of their behavior while in their natural habitat, the catwalk. I must say that I was flabbergasted to discover that a girl's instinct towards what's hot and what's not is definitely the most difficult thing to study in the wild of the fashion jungle.

The girls I followed, Erin S. and Colette D., two very young and famous models each representing rival corporations, are in this scientist's opinion, the finest of today's breed of top models. Style is definitely their game as they hunt for the next big trend with an eagle eye for beauty. My biggest surprise came backstage at LOVESOUND's show when I saw them both jump like ferocious fashion-hungry beasts, both lusting after the same hot looks to wear in the show. The designers quickly had to intervene to prevent a style confrontation of epic proportions.

Fashionistas of the world hear the call of these stylish birds and take notice... You will soon migrate towards the hottest trends of the coming season. No further questions asked.

February 14th, 2007

Dear Diary:

Today marks my 30th birthday and unlike all those idiotic women out there who fear time, I embrace it, as I find that I am more intelligent and versatile as time goes by. Men desire me, my inner me is getting stronger and let it be known to all my detractors, my career as a renown fashion designer is on the right track.

Oh lovely diary, only you and the mirror see me for the true beauty that I am and understand the turmoil of being creative as I. Only you never leave my side and is always there to listen while others just question my actions. Don't they KNOW that I am the Baroness? Don't they KNOW that they should respect my authority? One day, I will love, one day I will conquer all!

Wicked Valentine

Agnes Von Weiss™

**Intimately Acquainted
Luchia™ Dressed Doll**

When Darius told me that famous club owner Francisco Leon wanted me to perform at the opening of his brand new venue, Club Libertad, I had no idea what I was getting myself into. This was the night I would meet the socialites and top industry people who would send my career spinning to a new level of stardom. After that night, my style of performing would set a new trend and make the age-old art of burlesque fresh and new all over again.

What happened was very interesting indeed. Not only were men fighting amongst themselves for a glimpse of my attention (which I was used to, and frankly a little bored by over time), but these two top cosmetic industry CEOs were doing so as well. Apparently, both wanted to offer me a modeling contract on the spot and Darius had decided to act as my manager. I was fascinated by the two women, one of them, I would soon learn was named Veronique Perrin and I was blown away by her aura. Perrin was the first person I had met in a long time that truly commanded my respect and right there I knew that her company, W Cosmetics, would be the way to go for me. Perrin was my ticket to international fame, clear and simple. All the rest was a mere distraction!

**Dress Me
Luchia™ Dressed Doll**

I remember how it all started... I was 18 years old and eager to see the world. Knowing this, my parents gave me the best gift a girl in my position could wish for: a huge allowance and an open ticket to visit any European country I wanted... So I soon set sails for the city of lights and fell in love the minute I arrived. The art, the energy, the beauty; my eyes weren't large enough to see it all! After a few months though funds started to run low, but my thirst for Paris and its incredible life just couldn't be quenched. It quickly became obvious that to keep up with this new life I had become accustomed to, permanent settlement in the city that had captured my heart and work would be the only solution.

But what was a gorgeous girl to do? Well model of course! My first agent, quick to pick up on my charms, would get me one questionable modeling gig after another until one day I had enough and decided to fly solo. I was able to develop a style of performing all of my own; soon to become the lead in my own revue, appearing in larger and larger nightclubs as time went by. But I must admit, my career truly took off the day I met music and stage producer Darius Reid. Soon, I was swept away to a new level of fame and here I am today, the woman who appears to you in all her glory.

Dress me or undress me with your eyes, I am yours to fantasize about, yours to love and dream about. Who knew?

Purple Reign
Luxury Wear™ Fashion

Royal Drama Prologue

No one refuses an invitation from the mighty Véronique Perrin, and Eugenia Frost knew better than to do so, otherwise the whole plan would spiral down to ruin. However, no one could know about it.

The pair selected Ile de Paris, a little café in Montmartre to meet. They both felt the little dive would be remote enough and completely under the radar, thus away from the ever-thirsty eyes of paparazzi. Oh dear, wouldn't they have a field day with the fact that the two most powerful women of the cosmetic industry were having a lunch together? Could anyone imagine the headlines?!

Véronique showed up dressed in purple and black from head to toe, looking all mighty and imperious. Eugenia had never seen Perrin like this before; she had no idea Perrin had a devious side, but as soon as she walked in, it became clear to her that there was more to her than meets the eye. Who knew that Véronique could play like this and the events that were about to unfold would change her goody-two-shoes reputation forever? Turns out, little Vero was a little more cunning than expected.

-“Good morning *cousin*, fancy meeting you here... ready to take over our world?”

Eugenia smiled. This would be a power lunch indeed. The plan would work brilliantly.

(SPECTACULAR! SPECTACULAR!) eugenia frost™

Paris Soir News
Business Special Report

Breaking News: Shake Down at Missima Continues!

Everyone in the industry was in shock earlier today as Missima's PR department released the information that British newcomer Eugenia Frost had been nominated to become the new president of the Fortune 500 company. Rumor has it that following his recent reappointment to the Missima Board of Directors, Perry Marino's decision to assign his new scandalously young 22 year old wife to the position was meant as an early birthday gift. Doing so using his (and his cohort's) supermajority voting rights wreaked serious havoc amongst several of the company's 12 board members, who were severely against the decision.

Once the final announcement was made, six Board members tendered their resignations. This forced Ms. Frost to make a surprisingly mature executive decision by ordering the immediate re-organization of the Board and appointing Ms. Kyori Sato, currently in Japan to scout for new talents, as her new right hand in the company. This move raises many questions given that Ms. Sato is well known for her love of power, and also confirms that Sato knew what was about to happen to her former employer long before it happened, contrary to her denial in her official press release concerning this matter.

On a more positive note, Ms. Frost is set to attend her very first function tonight as the new officially appointed President of Missima. She will represent the brand at the launch of designer Jason Wu's next collection, herself wearing one of his exquisite creations. Will she make Perry Marino regret playing against his ex-wife Natalia Fatalé and the strong image she managed to give Missima while she was the CEO of the company? The story is in the stars!

**Criminally Chic
Francisco Leon and Kyori Sato**

The London Opening, Part 1

When Kyori Sato called Francisco Leon and told him that her friend Lord Barrow had put the Stonefork building up for sale in London, the millionaire club owner was a tad surprised. He knew this was no ordinary social call; Kyori Sato just didn't work that way. No. The model had something on her mind and Francisco realized it. Sato wanted in on the deal, but didn't have the funds. Instead, she explained that she had a crazy plan to create a new type of club, a place that would act as a hub for Missima, a place for wannabes to be seen hanging out with her models and pretend to be somebody. She knew people would fall for it and they could make a fortune. Leon's mouth was watering when he heard the word money, so of course, he simply had to take a chance and go with the flow.

Very soon after the project started however, true to herself, Kyori took over and pushed Francisco out of decision-making and after several months of delays in the remodeling process and incessant frivolous change of plans that caused a huge budget overrun, Club Royale was finally ready to open in all its garish splendor. Of course, Kyori had to organize a flashy social event to mark the occasion and immediately began inviting the entire who's who of the European star system and beyond... even pushing the audacity down to inviting the Perrins just to see if they would dare make an appearance!

Soon pretending to be an event planner, Kyori began putting together the biggest rock fashion show ever organized by Missima. She was on such a roll that she decided to forgive Agnes Von Weiss and allow her be in charge of the show. Kyori even allowed the narcissistic socialite to style her models herself, hoping she wouldn't grow to regret it. The Baroness had truly redeemed herself in the last few months and her "couture" had vastly improved according to most fashion editors. Besides, it wasn't her money and Francisco Leon was letting her do pretty much anything she wanted, as long as she stayed out of his hair. According to her vision, Club Royale would become *their* hub of fabulousness and for once, W would not be able to beat them to the punch! Frankly, this would be Kyori's show and this made the diva smile.

To be continued...

**The Royal Weiss
Agnes Von Weiss**

The London Opening, Part 2

Whoa! As soon as she hung up with Kyori, Agnes was beyond thrilled at the prospect of working with Missima again. She knew this would be her one and only chance for revenge. She realized she couldn't mess it up, not after the humiliation her budding company suffered from their association last year. Agnes as it turns out wasn't as bad a businesswoman as everyone liked to think, but she was a vengeful one. With this said, she decided to put her over-inflated ego aside and immediately pick up the phone and call an old friend she had been avoiding for a while. Soon enough, she was able hire one of Europe's top designers to be at the head of her brand. Admitting her shortcomings as a designer, but her brilliance as a marketer, would perhaps lead her to gain some respect from other members in the industry she was so desperately trying to get into.

This show would be fabulous, she promised Kyori. Organizing contortionists and jugglers for that "Royal Life" touch, hiring tall blond sexy hunks in Beefeater uniforms to greet guests at the door... Agnes was already planning the whole affair, so much so that La Sato had to remind the overbearing socialite that this was her show and she would make the final calls. For the first time in a while, Agnes missed the Natalia days. Things were certainly easier to deal with at Missima back when Natalia Fatale was at the top, the poor thing was a so easy to manipulate. Agnes would have to tread carefully to get her way and make this show all about her again!

To be continued...

**Lap of Luxury
Luxury Wear Fashion**

The London Opening, Part 3

From the get go, the official opening night began with a PR mess.

Fancying herself an event planner, Kyori Sato stopped counting and invited too many people, far exceeding the legal occupancy capacity of Club Royale dictated by its operation permit. Although the opening was on everyone's lips, the number of guests piling up on the sidewalk, denied entry by the bouncers, was not a pretty sight. More and more socialites could be overheard saying things like "Do you know who I am?"; "Let me in or I'll make sure you never work in this town again" or the classic, "Let me in, I'm a close relation of so and so who works at the bar". The mood on the street wasn't as pretty as the now gorgeous Von Weiss creations that had started going down the catwalk inside.

Soon, the tension outside turned into a skirmish. Everyone from the well dressed to the fashion victims went flying down the red carpet as the doormen tried to contain the crowd. What a mess... But wait, that was nothing, the real action was about to start.

Eugenia Frost, arriving fashionably late, was pushed out of her limo by angry customers and tripped on the red carpet, sending her purse flying open in the air and spilling its contents on the sidewalk. Eugenia's heart stopped when she saw who came to the rescue and started picking up her precious belongings off the ground. Francisco Leon's demure attitude totally changed to a blank stare of disbelief as he handed Eugenia her ID and various belongings. He had seen too much already. Francisco Leon had just discovered what many had suspected for months; Eugenia Frost was not 24, but 32, however more importantly, her full name was Eugenia Perrin Frost!

Véronique's master plan had just taken a turn for the worst and Eugenia knew it.

To be continued...

**In Full Regalia
Eugenia Frost**

The London Opening, Part 4

Eugenia Frost was shaking, Francisco Leon now knew her secret and she knew he was loyal only to himself. She quickly picked up the rest of her things, stuffed everything back into her purse, grabbed the stunned playboy by the arm and signaled the doorman to quickly let them in.

-You simply can't talk or...

-Or what? Said Francisco, angry at the thought that they had all been deceived like a band of amateurs by this obvious con artist.

-When were you planning on telling people you are a Perrin? Who are you, the sister we've never heard about? The rejected underdog turned sour?

-No. Cousin. Coldly answered Eugenia.

-Why? Does your husband know he gave his company to a member of the same family who has been trying to put him down for years? WAIT! You did it on purpose didn't you?! Yes you did! You seduced him so that you could feed information to W!, said a completely outraged Leon.

-It's not like that and you can't tell anyone, it would ruin everything; begged a very nervous Frost.

Eugenia and Francisco kept smiling throughout the entire conversation, pretending they were having a good time. They both knew a scandal of this magnitude would undermine the efforts they both had put into Club Royale, no matter what angle they looked at it from. But Eugenia knew she had to act fast and she just didn't know Leon enough to know if he could be trusted or not. What was she going to do? Véronique would strangle her! They were so close to their goal, a forced merger between W and Missima that would eliminate the latter and give W monopoly over the European Cosmetic industry. She had to prevent Leon from getting wind of this to Kyori Sato, but how? There was just no way, she would have to face the music and get out.

To be continued...

**Odd Girl Out
Colette D. Basic Doll**

The London Opening, Part 5

Colette charmed her way into Club Royale, even though she didn't have to since her staff pass guaranteed her entrance. However, she didn't mind the innocent flirt with the cute doorman in the tight uniform... And he didn't either.

-Can I see your ID card Miss? Said the blond colossus with a spark in his eyes.

-Sure, do you need to see anything else? Smiled Colette.

-I'm off duty at 1 O'Clock, I could see something else then...

-We'll see, answered Colette as she walked in, giving the burly boy a coy wink.

Once she was inside, the young model was awed by the incredible architecture and couldn't help but admire the amount of money it must have taken to achieve this tour de force. The old Stonefork building had always been such a dump. She could hardly believe anyone, *Kyori Sato of all people*, would have it in them to bring this place around like they did. This was fascinating to her. She simply could not let this and all the beautiful people around her distract her from the real reason she had accepted to attend the opening. Colette had strategically chosen this moment to resign from Missima and tell everyone what many suspected, she had been offered a better contract by W and had accepted.

As it turns out, Véronique Perrin wouldn't have to attend this gig in person, it would feel like she had secret agents all over the place! Who knew Véronique could answer fire with fire and use Missima's tactics against them. After being ridiculed by the Missima team for so long, Colette was all too happy to help her new master achieve her noble goals. Véronique Perrin's true cunning would surface that night!

To be continued...

**Raw Appeal
Lukas M.**

The London Opening, Part 6

Erin S. walked in with the new "pretty boy du jour", or so the press would say the following day. Missima had just launched a brand new line of men's skin care products, and this pretty boy's face had become the line's most recognizable asset.

Lukas' electric magnetism diffused the thick atmosphere a bit. He allowed the customers who had managed to make it in to focus on something other than how frustrated they were for the length of time it took them to get inside. Now, they all wanted an exclusive invite inside of Lukas' party and they didn't care how long they had to wait. The heat was rising in the club in more ways than one and Lukas Maverick was playing his part... But was he really interested in the other patrons in the place or was he really after Erin's, or should we say, her dad's wallet? This boy definitely had an agenda of his own that night, but what was it? Only time will tell, now we must return to our story...

To be continued...

**Making a Scene
Erin S.**

The London Opening, Part 7

When Erin S. arrived at Club Royale, she just had to get in, she was tired from her flight from Los Angeles and frankly, couldn't care less about all the complaints and screaming coming from the crowd. Lukas, who had agreed to be her date for the evening, looked as hot as he did when she and her friends first spotted him in that club near Amsterdam. Everyone quieted down when he stepped out of the car and Erin felt this made her look hot.

The doormen immediately recognizing the young duo, decided not to even question them and allowed them straight through the door. The paparazzi barely had time to take a few hundred shots of Erin's outfit, which was not normal behavior for her. Something was going on and no one knew what. The truth is that her boss Kyori Sato had called her in a panic just moments earlier.

-Erin, is that you? Get over here right now! I don't know whom to trust anymore! Said a totally freaked Kyori Sato

-What's going on? I'm stuck in traffic boss. Lukas and I will be there in a few minutes, only if that slowpoke of a limo driver could learn how to go faster! She retorted in a dry tone.

-Just get here, Francisco told me something I simply can't believe and I don't know what to do. The crowd is getting out of hand and I'm afraid they'll destroy the place! Help me!

Erin hung up the limo's phone, shoved pretty boy Lukas aside and screamed:

-Hey you up there! STEP ON IT!

To be continued...

**Picture This
Erin S.**

The London Opening, Part 8

As she walked backstage and was about ready to change into her first outfit for the show, Erin found her boss sitting in a corner sobbing. Kyori was frazzled and holding a piece of paper in her hand. Her mood was slowly switching to what would soon give way to an uncontrollable fit of rage.

-OK, would you mind telling me what on earth is going on? I was almost assaulted by the mob when I came in. Lukas has already left on his own to play with the other pretty people and your drama filled phone call... What gives boss?

-Read this. Colette just resigned and now works for W and Francisco just told me that he discovered that Eugenia Frost is really Véronique Perrin's cousin and she's been feeding information and who knows what else to W for who knows how long. What are we going to do? We're stuck! Natalia was right, something was brewing and I didn't listen to her, I sided with the wrong people! What a fool I've been, Oh Erin! Kyori said sobbing in rage.

-Simple. We expose them, this is the perfect night, the press is right outside. Let's beat Perrin at her game, there's still time. Let's face it: we are better at this than she is. There was no doubt about it; Erin was a smart little minx. At the sound of this idea, Kyori's sly smile suddenly returned; her star pupil had learned the art of mischief better than she had thought.

To be continued...

**In Good Form
Luxury Wear Fashion**

The London Opening, Part 9

Agnes Von Weiss stood backstage in her pretty little suit, looking all professional and showing a side of herself no one expected; she was actually pretty good at directing people. The show was going well, probably by far the only thing going as planned that night. Her creations, coupled with the exquisite work of the Missima make-up artists impressed everyone and it certainly felt like a new love affair between the two firms was born! Agnes was unbearably happy as she ran to Kyori Sato to tell her the good news, but received nothing short of a lukewarm reception from the seemingly pre-occupied model coordinator.

-Sooooo.... What do you think? Asked the Baroness, in the full knowledge of her accomplishment. Pretty impressive, right?! I knew this evening would be a smash!

-Go away Von Weiss and take your rags with you, show's over! Scolded Sato with a nasty look on her face.

Confused by the reaction, Agnes stood up tall and proud and said:

-Do you know who you are talking to young lady? I AM BARONESS AGNES VON WEISS, NO ONE SPEAKS TO ME LIKE THIS! I'm glad I listened to Ms. Perrin and agreed to work with her from now on instead of you! I should have listened sooner when she offered to sponsor my company!

The Baroness stormed out. Kyori passed out.

To be continued...

**High Drama
Eugenia Perrin Frost**

The London Opening, Part 10

Eugenia Perrin Frost knew it was over. She waited to be alone in the club's office to place a long distance call to Véronique's office in Paris. Only the mastermind behind all this could tell her what to do next. She wasn't sure anymore. This plan was her cousin's idea to begin with and who knew something as silly as dropping her purse in public could so easily destroy the web they had so intricately woven in the last year.

To Eugenia's surprise, Véronique wasn't as upset as expected. On the contrary, she remained totally calculated and reacted calmly to the news, advising Eugenia not to worry. Vanessa was on her way to make everything right with a star appearance that would blow them all away. But what about her husband Perry she wondered? He would surely have her publicly humiliated somehow when he found out she didn't love him and only married him so she could hand his company on a silver platter to W. Again Véronique told her not to be concerned; she had proof that Perry had cheated on her repeatedly and had already asked her lawyers to have the divorce papers ready. Véronique had thought of everything, it would be a pure and simple checkmate, no matter the outcome of the evening.

For the moment however, Eugenia knew she was knee deep in hot water and about to be exposed, there was no way Francisco would keep this secret to himself. This was too big and he had too much money involved in this business venture with Missima to simply let this happen.

Vanessa, where are you when we need you?

To be continued...

The London Opening, Part 11

The cat was out of the bag! Eugenia Frost as it turns out, is a Perrin herself. Following her cousin Véronique Perrin's master plan, she seduced and married Perry Marino of Missima cosmetics under false pretenses to gain control of his company. Putting him under her spell and convincing him to go back and get his company from his ex-wife Natalia Fatale, Eugenia would help eliminate the only real threat to Véronique's ultimate control of the cosmetic industry. Véronique Perrin had orchestrated the whole affair with the help of her sister Vanessa and made sure their closest friends knew nothing of it. This deal was starting to sound more and more like it came straight out of the pages of a high-end spy novel!

Back at Club Royale, everyone would soon find out that Frost was not the only Perrin to accept the invitation to the opening that night. As Kyori kicked Eugenia out of the club and started to publicly expose her as the fraud she was, almost as if on cue, Vanessa Perrin stepped out of her limo and everyone stood still. The timing was perfect. All heads turned to her as she walked on the red carpet. Her fame and aura of true royalty finally gave this circus the class it had lacked and no one paid any attention to Kyori's fit of rage any longer. Her 5 minutes in the spotlight was done with clean and clear, Vanessa Perrin had arrived. The top model looked at her cousin who had tripped and fallen on the carpet and smiled knowingly. She gently extended her hand, inviting her partner in crime to stand up. They went in together, ready to attend the most talked about party of the season as family.

Back in Paris the morning after, everything changed at the speed of light at W. Eugenia filed for divorce as Véronique had planned, stepped into her new office at W Cosmetics next to her dear cousin's and called her friend Agnes Von Weiss to invite her for tea. Missima lay in ridicule and at the brink of financial ruin. Club Royale was a mockery as well; the city of London shut it down two days after the party due to all the complaints lodged with the fire department because of its unsafe layout. Francisco Leon, following the smart advice of his friend Pierre, bought Missima out of what was left of Club Royale and the façade was changed to reflect a new flag, the W Crown.

Kyori Sato is rumored to have exiled herself to Switzerland, no one knows why.

Véronique Perrin had been so quiet for so long, everyone had grown accustomed to underestimating her, but in the end, she showed everyone why she's still on top of her game. Queen Véronique Perrin, Princess Vanessa and Eugenia Perrin Frost of FR, this is how future generations will remember these *royally brilliant* ladies of the cosmetic industry. Such is their Royal Life and so shall it be remembered.

©2007 Integrity Toys, Inc. and JWU LLC.

All rights reserved.

Original sketch: Jason Wu

Text and layout: Alain Tremblay

They haven't released the story cards of:

- All the *Style Du Jour* Collection
- W Club's
 - o Costume Drama Giselle
 - o Grand Arrival Colette
- Atelier's A Brighter Side Kyori Gift Set

All online cards are hosted at <http://www.fashionroyalty.com/story/>