

Véronique™ Perrin

Chic Escape™
Dressed Doll



*"W's new colors are rich and exotic, where on Earth did they find those great shades?"
Monique Montplaisir, Rep.
European Cosmetic Society*

Shades of success, prologue.

The excitement generated by the launch of her latest fragrance, coupled with the hours spent developing her most recent spring collection, had taken their toll on Véronique. As a result, her usually high enthusiasm and creativity levels were at an all time low and a long, rejuvenating vacation was definitely in order.

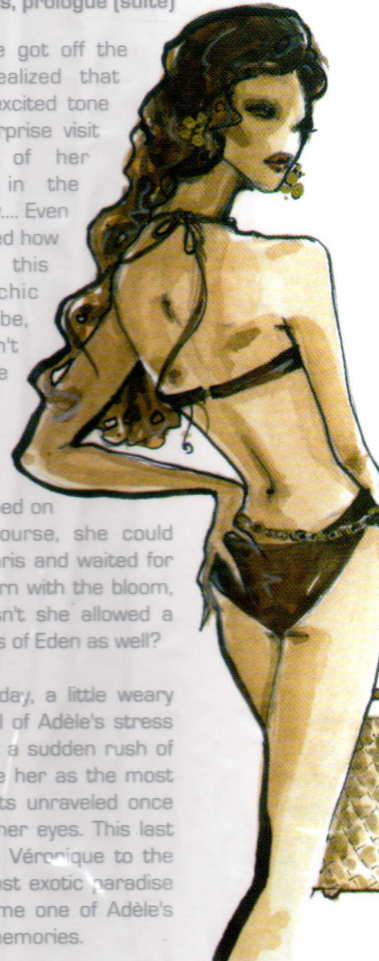
Late one afternoon, following another hectic day at W, Véronique's mind began wandering to a distant island retreat Adèle had often raved about, located off the shores of French Guiana. Soon enough, without thinking twice, Véronique set off to what would soon become her own private paradise!

As she alighted from the W's corporate jet, Véronique couldn't help but gasp in awe at the beauty unfolding before her eyes. She felt honored that Adèle had insisted on sharing this marvelous secret island with her. Véronique couldn't wait to explore this jewel in the ocean, bask in the sun and allow the energy of this place to engulf her in a gossamer blanket of ecstasy!

A few days later, as Véronique was touring one of the island's many luxurious cascades, she stumbled across the most exquisite purple orchid she had ever seen! Of course, her renowned flair immediately kicked in and the Mauve Absolu collection was born! Véronique couldn't wait to get back to her office in Paris and start all over again... seems like her habits really do die hard!

Adèle™ Makēda

Exotica™
Dressed Doll



Shades of success, prologue (suite)

As soon as she got off the phone, Adèle realized that Véronique's overexcited tone meant that a surprise visit to the island of her childhood was in the cards for that day... Even though she realized how crazy planning this impromptu chic escape would be, she really didn't care: Adèle couldn't wait to see that wonderful orchid Véronique had so lovingly described on the phone. Of course, she could have stayed in Paris and waited for her friend to return with the bloom, but after all, wasn't she allowed a trip to the gardens of Eden as well?

Much later that day, a little weary from the jaunt, all of Adèle's stress ebbed as she felt a sudden rush of wellbeing overtake her as the most wonderful of sights unraveled once more in front of her eyes. This last minute antic with Véronique to the shores of this most exotic paradise would soon become one of Adèle's most treasured memories.

Adèle™
Makeda

Purple Factor™
Dressed Doll

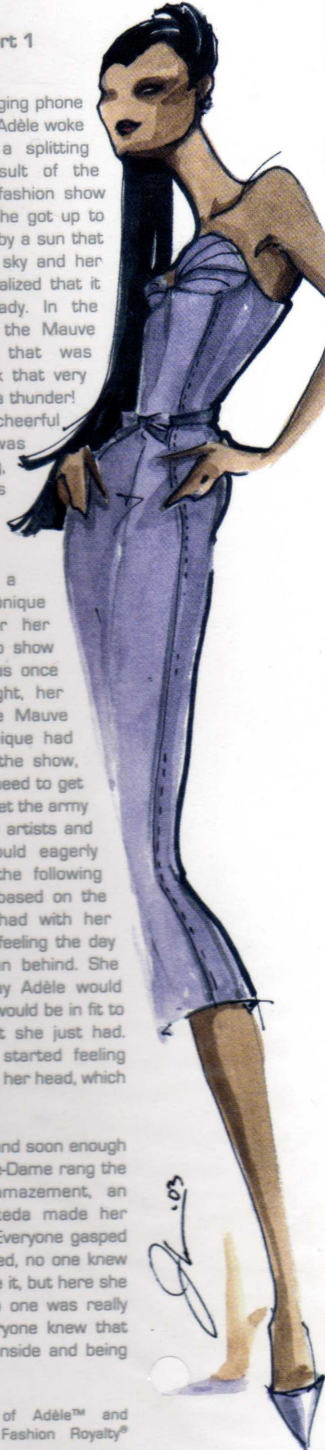
Shades of success, Part 1

The loud noise of the ringing phone slowly got her out of bed. Adèle woke up that morning with a splitting headache, a direct result of the previous evening's post fashion show party she attended. As she got up to answer, she was blinded by a sun that was already high in the sky and her heart stopped as she realized that it was almost noon already. In the fogginess of her mind, the Mauve Absolve photo shoot that was scheduled at one o'clock that very day came back to her in a thunder! On the line, an overly cheerful Véronique Perrin was shouting: "Get up darling, get up. WAKE UP! Today's the day, remember?!"

Of course, on the opposite side of town, a now very anxious Véronique Perrin was waiting for her friend and star model to show up to dazzle the cameras once more. The previous night, her mind too busy with the Mauve Absolve concept, Véronique had left Adèle behind after the show, knowing that she would need to get up bright and early to meet the army of hairdressers, make-up artists and photographers that would eagerly await her commands the following morning. At this point, based on the conversation she just had with her friend, she had a nasty feeling the day would soon start to run behind. She knew there was no way Adèle would make it on time now or would be in fit to be seen after the night she just had. Immediately Véronique started feeling this little tingle of panic in her head, which she preferred to ignore.

The minutes passed by and soon enough just as the bells of Notre-Dame rang the hour, to everyone's amazement, an immaculate Adèle Makeda made her entrance in the studio! Everyone gasped at how radiant she looked, no one knew how she could have done it, but here she was, up and kicking! No one was really surprised, however, everyone knew that true beauty runs deep inside and being stylish is a way of life!

Follow the adventures of Adèle™ and Véronique™ with every Fashion Royalty® collectible!



Véronique™
Perrin

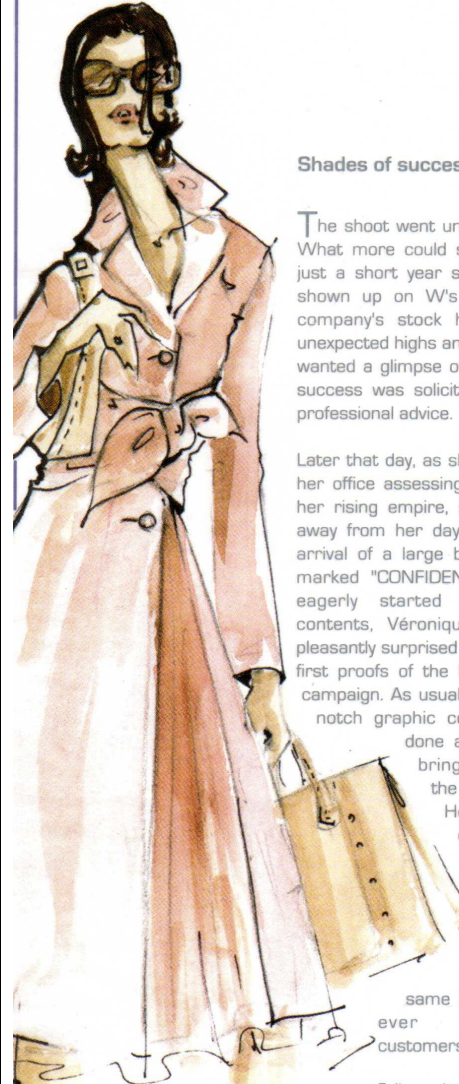
Fashion Plate™
Dressed Doll Gift Set

Shades of success, part 2.

The shoot went unexpectedly well. What more could she ask for? In just a short year since Adèle had shown up on W's doorstep, the company's stock had soared to unexpected highs and everyone who wanted a glimpse of her recipe for success was soliciting Véronique's professional advice.

Later that day, as she quietly sat in her office assessing the growth of her rising empire, she was pulled away from her daydreams by the arrival of a large brown envelope marked "CONFIDENTIAL". As she eagerly started reviewing its contents, Véronique was rather pleasantly surprised as she saw the first proofs of the Mauve Absolve campaign. As usual, Gilles her top-notch graphic coordinator had done a wonderful job bringing together the look of the line.

He always knew exactly what she wanted. Now, she could only hope that her new line would have the same impact on W's ever demanding customers...

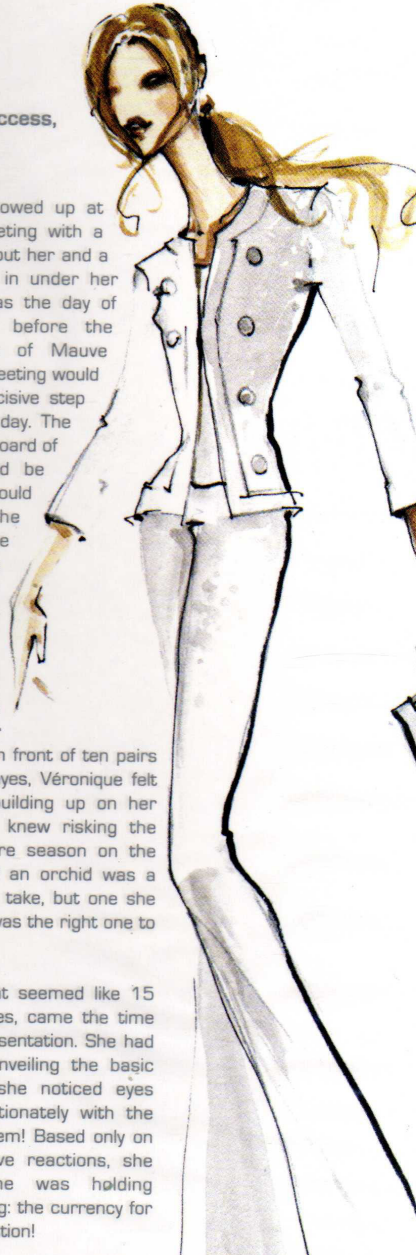


**Shades of success,
part 3.**

Véronique showed up at the board meeting with a resolute air about her and a large portfolio in under her arm. Today was the day of final approval before the official launch of Mauve Absolue, this meeting would be the last decisive step before the big day. The sharks on her board of directors would be the ones who would give her the latitude and the funds she needed to make this venture a winning one.

As she started to set her promo boards in front of ten pairs of scrutinizing eyes, Véronique felt the pressure building up on her shoulders. She knew risking the fate of an entire season on the single shade of an orchid was a huge gamble to take, but one she was convinced was the right one to make.

Then, after what seemed like 15 agonizing minutes, came the time to start her presentation. She had barely begun unveiling the basic layouts, when she noticed eyes growing proportionately with the smiles under them! Based only on all those positive reactions, she knew that she was holding something strong: the currency for immediate sensation!



Shades of success, part 4.

As the day of the official launch approached, Véronique showed up at the "Studio de Mode" of star Italian designer Marcello Magliano on rue De La Montagne. She couldn't wait to see what he had created for her. He was the best in town these days and the entire "who's who" of the fashion scene knew exactly where to go when it was time to shine! Her and Adèle were the embodiment of W cosmetics in the public's eye and she realized that a botched up look would immediately end-up on the "worst dressed" list and damage their flawless reputation, something she could never live with!

Marcello's always perfect assistant Mademoiselle Ella greeted Véronique with a cool glass of the finest French Champagne, which she delightfully accepted as she was being taken to see the maestro of style himself. The moment she entered the warmly lit studio, the garment waiting for her on the immaculate dress form blew Véronique away: there it was, the sheer embodiment of the Mauve Absolue look, glittering softly in the late afternoon sun!



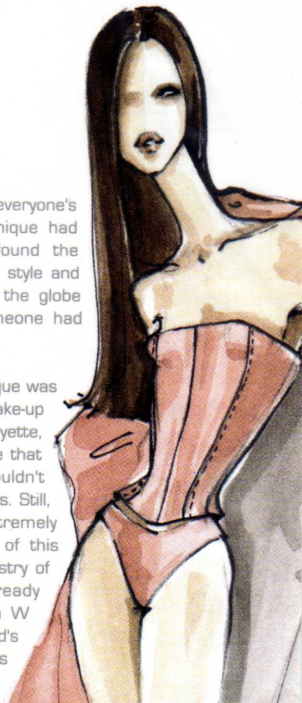
Véronique™
Perrin

Evening Chill™
Winter Close-up, Dressed Doll

**Shades of success,
Epilogue.**

Mauve Absolue was on everyone's lips by now, literally. Véronique had done it again, she had found the perfect balance of glamour, style and elegance! Women all over the globe could be grateful that someone had their best interests in mind.

The following day, as Véronique was walking in front of the W make-up counter at the Galleries Lafayette, she was very pleased to see that the fashionable crowd couldn't wait to get her latest shades. Still, even though she was extremely pleased with the outcome of this wonderful line, the rich tapestry of spring colors were already painting the next chapter in W Cosmetics' history in her mind's eye... She knew the best was yet to come!



Véronique™
Perrin

Morning Frost™
Winter Close-up, Dressed Doll



*"On top of her world and rising!"
Raphaela Ortiz, Editor,
IT LOOK Magazine*

Beauty goes hand in hand with the fashion industry and for W Cosmetics, this symbiosis between the two is vital to every new collection. Each season brings a completely different palette of shades, textures and colors. Only a true adept of the art of color forecasting knows how to accurately interpret and arrange this semi-annual sensory overload to successfully bring a breath of fresh air to make-up cases worldwide.

Véronique Perrin is one of those master Parisian colorists. This flair for style and what makes a woman beautiful she received from her own mother at a very tender age. Mrs. Perrin was and is still Véronique's inspiration in femininity and good taste, her proof that women of all ages can always be at their best whenever they take good care of themselves and respect who they are. The latest color palette from W Cosmetics truly reflects this undeniable truth. The caressing glow of sheer foundation, the embracing warmth of a wine colored lipstick or the dramatic effects of a rich plum eye shadow, that's what the new Mauve Absolue collection is all about!

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Véronique™
Perrin

Midnight in Monaco™
Convention Exclusive Dressed Doll

An evening to remember

This year's annual summer celebration at the Perrins was no different than usual, except for the fact that Véronique Perrin was coming back to her home town with one of the most seen faces of cosmetics industry, Adèle Makéda. Maybe this party would be different after all, maybe Monaco would never be the same!

As soon as the pair stepped out of W's private jet, paparazzi were already waiting to get a glimpse of their new idols. Véronique was starting to get the feeling that her life would never be the same again.

Mrs. and Mr. Perrin hadn't seen their daughter in person for a little while now and were eagerly awaiting the arrival of the limo, however, they knew that their annual gala celebration would be different this time. Already reporters from all over Europe were massing in front of the gates, hoping to snap a picture or two of Adèle and Véronique, before they closed again behind the new born stars.

The following night, as the red carpet unfolded in front of the gigantic carved doors of the mansion, an absolutely vibrant Véronique and a star lit Adèle shone for hundreds of extra guests who came uninvited, just to have a chance to meet the duo. Mrs. Perrin had never been more proud of her baby girl!



Exclusive Representative™
Collection

Véronique™
Perrin

Flame Rouge™
Dressed Doll

*"Her heart is where the flame
of her beauty truly ignites."
From a secret admirer*

Véronique's new place was everything she had hoped it would be and more. As she was getting dressed to entertain in her newly renovated pied-à-terre, she remembered how the place had stolen her heart on the day of her first visit. Even though it had been abandoned for some time, its simple elegance and the bohemian ambience that still permeated it after so many years in the dark, had seduced her like the idea of a new love.

Then, much later that evening as her guests were leaving, Véronique stepped out on her recently renovated terrace for the first time. Burning bright in her flaming red dress as the cool evening breeze of Montmartre softly caressed her alabaster shoulders, Véronique felt she had finally found where she belonged and she knew she was home.



Exclusive Representative™
Collection

Véronique™
Perrin

Paradise™
Dressed Doll

*"A woman's paradise is her
ability to convince her audience
with her charm"*

Alain De Fleurette, Poet

What defines femininity? Ask Véronique Perrin and she will tell you that it is simply a reflection of kindness and the gentleness of your soul. Love yourself and others will love you. The CEO of W Cosmetics is probably the best person to ask about what makes women tick inside, understanding the definition of beautiful better than anyone else being an integral part of her trade.

Some say that true style comes from within and that the Audrey Hepburns and Grace Kellys of this world represent but a few legendary illustrations of this maxim.

Véronique is the embodiment of all this and more, the living proof that it takes more than cunning wits and pretty looks to be a beautiful human being. Véronique Perrin is simply the perfect expression of everything we should strive for in our lives.



Power Play™
Luxury Wear Fashion Gift Set

On her way to make her bid for the exclusive sponsorship of the European Cosmetics Society's yearly gala event, Véronique could feel the heavy scrutiny of her competitors who silently studied her as she made her way to the office of the chamber's main representative. Véronique and her business rivals were all competing for the chance to have their logos and brands prominently displayed at the most publicized venue in the beauty world.

Unfortunately for the competition, they all knew that at this point, competing with Véronique Perrin was like running



in a race that was already over: the main contender was just too swift for them.

The following day, as the news that everyone had been expecting became a reality, Véronique knew that she had more than likely made a few new adversaries in the field, but cared little for their opinions. She knew that her hard work alone had enabled her to get where she was and that no matter what, she was there to stay!