

Luminescence™

Adèle Makéda*
Close-up
Dressed Doll

Outshining the other models on the runway is the easy part, maintaining that glow is what you need to constantly work on.

The day the original product concepts of the Sheer Perfection collection were unveiled to W's marketing team in Paris, the delightful aromas and spa like appeal of the new line instantly enchanted Adèle Makéda. Luscious images of relaxing beauty treatments being dispensed at a quaint little spa in some exotic remote location elevated her spirit to new altitudes. To her, the line felt like a red carpet of rose petals, illuminated by star anise sparkling of verbena and red berries.

As Véronique introduced one more exciting product after another to everyone present at the meeting, she could already imagine those amazing new shades enhancing her delightful ebony complexion. Véronique was totally right: everyone should work hard at looking his or her absolute best!

She found the entire line to be irresistible and felt more privileged than ever to have been graced with the opportunity to become the official W spokes model. She couldn't wait to be associated with yet another W success story!

Pearlescence™

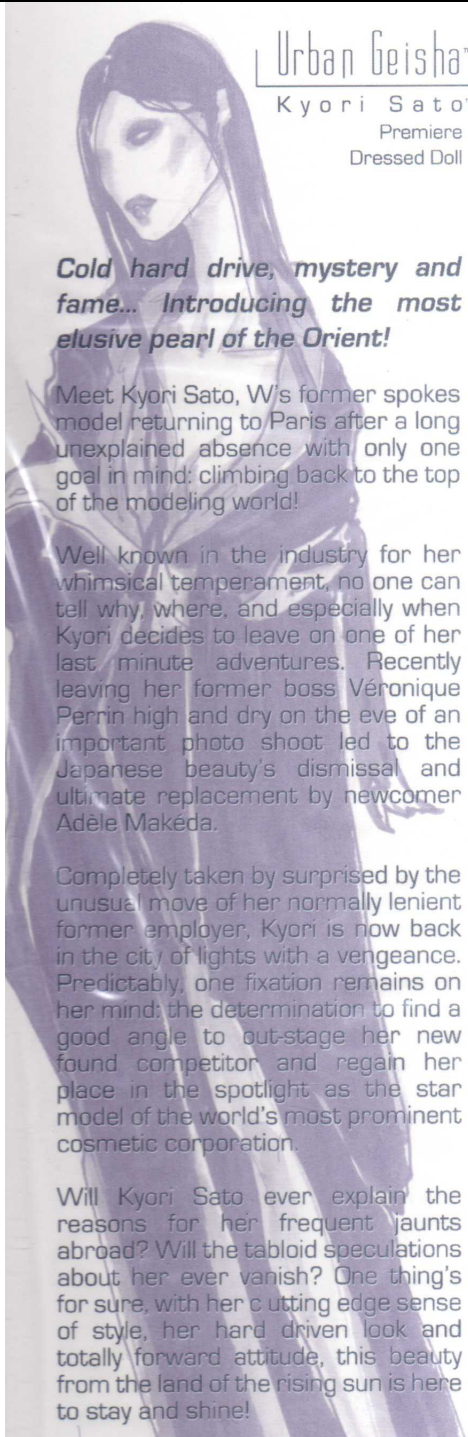
Véronique Perrin™
Close-up
Dressed Doll

Brilliance and shine are synonymous with the perfect complexion.

The quest for the ultimate fountain of youth has always been the absolute goal of mankind. Since the dawns of time women and men alike have aimed to improve their physical appearances with either seduction in mind or simply to feel better about whom they are.

Fashion and glamour aficionado Véronique Perrin has a few tricks of her own when it comes to youthful vitality. The poster child of resplendency by any other name knows that a look needs to be worked on, that beauty just doesn't happen on its own and that one should always be working at it.

The new Sheer Perfection collection is a reflection of this philosophy. A beauty system that will treat you like a Goddess and give you the benefits of a daily spa, assorted with a new delightful color pallet that will make the perfect you a revelation to behold!



Urban Geisha™

Kyori Sato™

Premiere
Dressed Doll

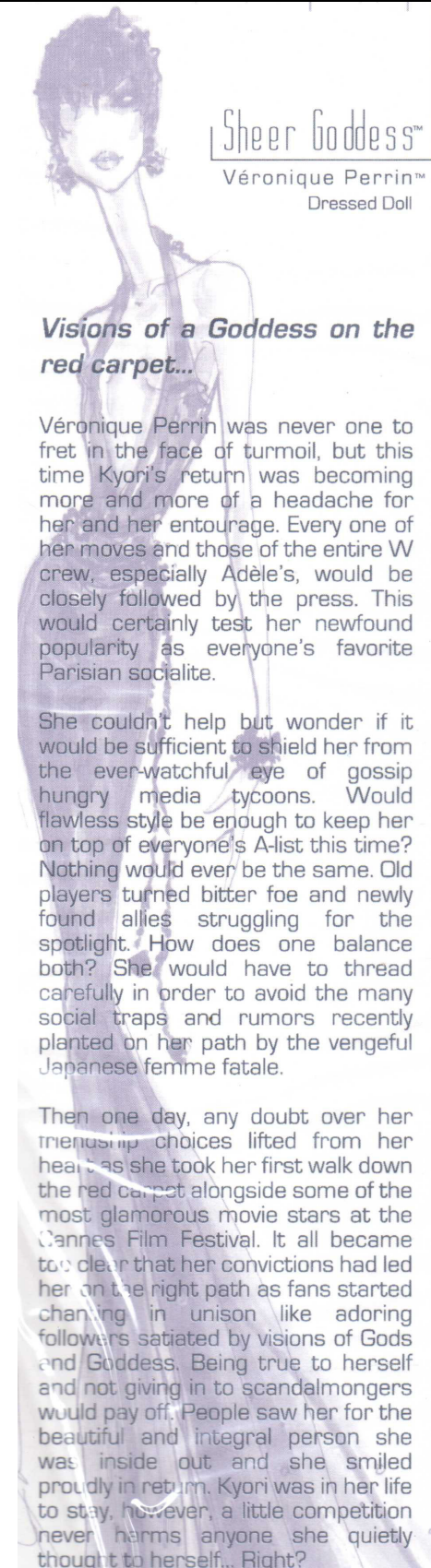
Cold hard drive, mystery and fame... Introducing the most elusive pearl of the Orient!

Meet Kyori Sato, W's former spokes model returning to Paris after a long unexplained absence with only one goal in mind: climbing back to the top of the modeling world!

Well known in the industry for her whimsical temperament, no one can tell why, where, and especially when Kyori decides to leave on one of her last minute adventures. Recently leaving her former boss Véronique Perrin high and dry on the eve of an important photo shoot led to the Japanese beauty's dismissal and ultimate replacement by newcomer Adèle Makéda.

Completely taken by surprised by the unusual move of her normally lenient former employer, Kyori is now back in the city of lights with a vengeance. Predictably, one fixation remains on her mind: the determination to find a good angle to out-stage her new found competitor and regain her place in the spotlight as the star model of the world's most prominent cosmetic corporation.

Will Kyori Sato ever explain the reasons for her frequent jaunts abroad? Will the tabloid speculations about her ever vanish? One thing's for sure, with her cutting edge sense of style, her hard driven look and totally forward attitude, this beauty from the land of the rising sun is here to stay and shine!



Sheer Goddess™

Véronique Perrin™
Dressed Doll

Visions of a Goddess on the red carpet...

Véronique Perrin was never one to fret in the face of turmoil, but this time Kyori's return was becoming more and more of a headache for her and her entourage. Every one of her moves and those of the entire W crew, especially Adèle's, would be closely followed by the press. This would certainly test her newfound popularity as everyone's favorite Parisian socialite.

She couldn't help but wonder if it would be sufficient to shield her from the ever-watchful eye of gossip hungry media tycoons. Would flawless style be enough to keep her on top of everyone's A-list this time? Nothing would ever be the same. Old players turned bitter foe and newly found allies struggling for the spotlight. How does one balance both? She would have to thread carefully in order to avoid the many social traps and rumors recently planted on her path by the vengeful Japanese femme fatale.

Then one day, any doubt over her friendship choices lifted from her heart as she took her first walk down the red carpet alongside some of the most glamorous movie stars at the Cannes Film Festival. It all became too clear that her convictions had led her on the right path as fans started chanting in unison like adoring followers satiated by visions of Gods and Goddess. Being true to herself and not giving in to scandal mongers would pay off. People saw her for the beautiful and integral person she was inside out and she smiled proudly in return. Kyori was in her life to stay, however, a little competition never harms anyone she quietly thought to herself... Right?



Red Blooded Woman™

Kyori Sato™
Dressed Doll

Red hot hard drive in a bundle.

The day she heard through the grapevine that she had been replaced because of her absence, she knew it was time to return to Paris and that there would be many explanations to give... And as usual, she would give none. Kyori Sato was not big on justifying herself to anyone. No one knew what she did aside from being a pretty cover girl, where she went and why she left. This was her trademark "catch me if you can" attitude. She knew it drove people out of their minds but it was all part of the game for her. She would tell people that this was her way of making herself more desirable when in reality her behavior hid something far more sinister. No one would ever know what her real job was since she was a pro at living a double life.

Still, getting fired from the hottest cosmetics company in town wasn't part of her plan. Her secret "benefactor" would be very irate from this announcement. Kyori just had to find a way of getting rid of that Makéda girl and get back on her throne somehow. Of course she'd have to do it the only way she knew how: by showing everyone she was better than the rest of the crowd! What was Kyori really after, fame? Money? Or was she simply after Véronique's most precious business secrets



Perfect Skin™

Adèle Makéda®
Dressed Doll

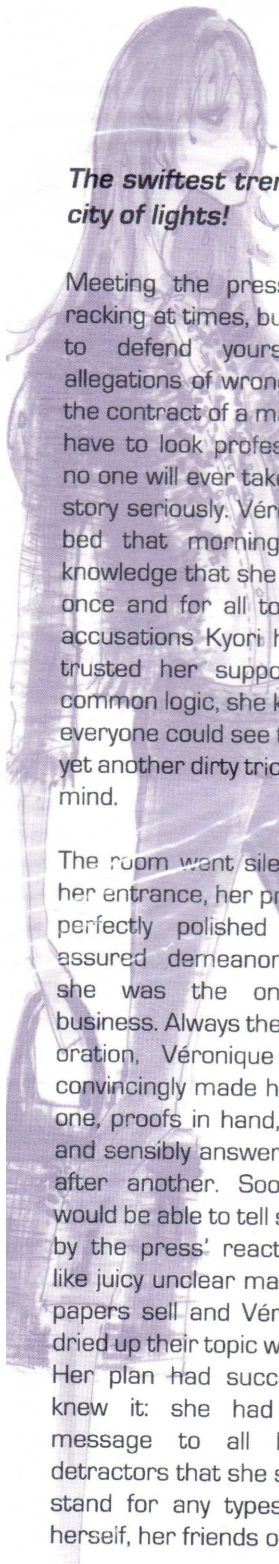
A complexion that glistens with life, caressed by a touch of leather.

After receiving a call from Brigitte, Véronique's assistant, signaling a last minute change of plans Adèle managed to arrive on time at the new shoot location. The day's shoot would be very challenging: Marc, Véronique's photographer of choice, would be shooting the ad campaign for the new W Sheer Perfection complexion equalizer line. This brand new type of foundation was one of Véronique's newest inventions, surely to become the "next big thing" in the cosmetic industry.

Adèle knew how important this campaign would be for the company. After all, this would be the product that would separate W corp. from all the rest and would surely eliminate many of their competitors. With rumors of former W muse Kyori Sato trying to bring Véronique's efforts to their rival company, no one could take the chance of delaying this launch. The pressing timing of this photo shoot would leave no room for any revision. With all this in mind, Adèle remained calm and professional, posing for the camera with utter ease. The results? Simply breathtaking!

Social Call™

Véronique Perrin™
Dressed Doll Gift Set



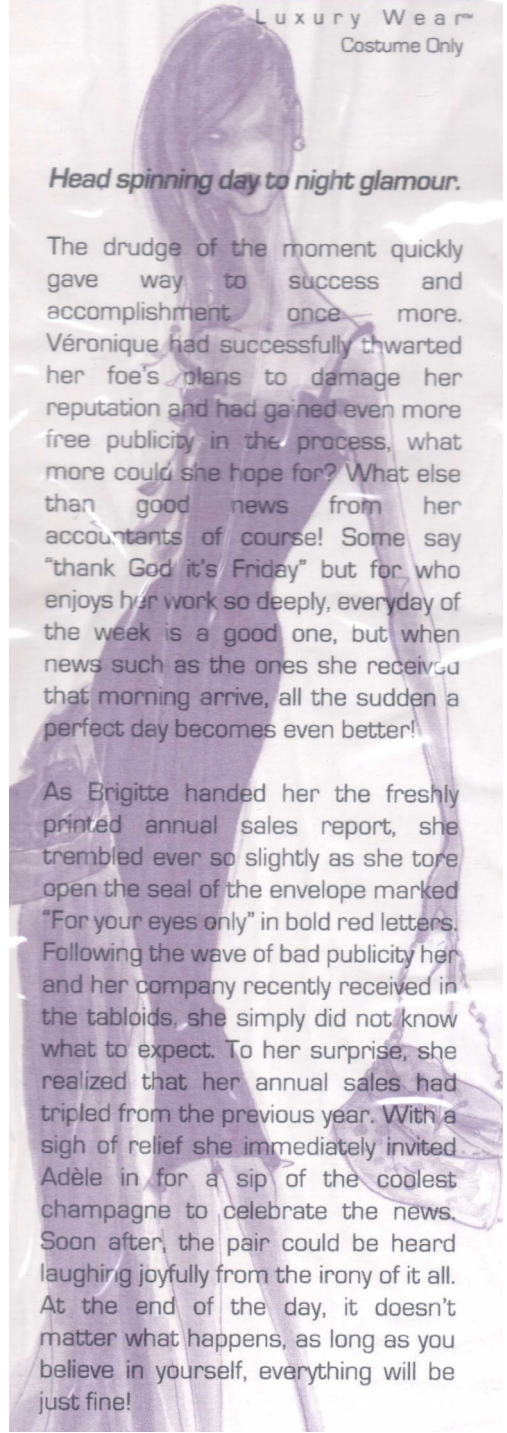
The swiftest trend setter in the city of lights!

Meeting the press can be nerve racking at times, but when you do so to defend yourself over false allegations of wrongfully terminating the contract of a major celebrity, you have to look professional otherwise no one will ever take your side of the story seriously. Véronique got out of bed that morning strong in the knowledge that she would put a stop once and for all to all those public accusations Kyori had started. She trusted her supporters' sense of common logic, she knew in her heart everyone could see that this was just yet another dirty trick set by a jealous mind.

The room went silent as she made her entrance, her proud stature, her perfectly polished look and self assured demeanor told everyone she was the one who meant business. Always the champ at public oration, Véronique efficiently and convincingly made her points one by one, proofs in hand, as she logically and sensibly answered one question after another. Soon enough, she would be able to tell she had won just by the press' reactions. Reporters like juicy unclear material that make papers sell and Véronique had just dried up their topic with her answers. Her plan had succeeded and she knew it: she had sent a clear message to all her would be detractors that she simply would not stand for any types of attacks on herself, her friends or her company.

La Petite Robe Noir™

Luxury Wear™
Costume Only



Head spinning day to night glamour.

The drudge of the moment quickly gave way to success and accomplishment once more. Véronique had successfully thwarted her foe's plans to damage her reputation and had gained even more free publicity in the process, what more could she hope for? What else than good news from her accountants of course! Some say "thank God it's Friday" but for who enjoys her work so deeply, everyday of the week is a good one, but when news such as the ones she received that morning arrive, all the sudden a perfect day becomes even better!

As Brigitte handed her the freshly printed annual sales report, she trembled ever so slightly as she tore open the seal of the envelope marked "For your eyes only" in bold red letters. Following the wave of bad publicity her and her company recently received in the tabloids, she simply did not know what to expect. To her surprise, she realized that her annual sales had tripled from the previous year. With a sigh of relief she immediately invited Adèle in for a sip of the coolest champagne to celebrate the news. Soon after, the pair could be heard laughing joyfully from the irony of it all. At the end of the day, it doesn't matter what happens, as long as you believe in yourself, everything will be just fine!



The basis of a positive, healthy lifestyle begins with your surrounding...

The day Véronique hired her interior designers to redo her posh Parisian loft she gave them two simple instructions: keep it simple and less is more. With this in mind and given Véronique's taste for clean lines and purity of design, they chose to create a look that would be both stylish yet functional and elegant for every occasion.

Classic, time-tested design favorites are always premium choices when it comes to decorating for the rich and famous. Her finger always on the pulse of what's hot and what not, Véronique chose this exquisite late 20's inspired design as the central focus point of the atrium part of her loft. Judging from the compliments she received at her open house, it would seem the choice was a smart one!

High Definition Black / Red Luxury Décor

Sleek shiny exterior, blazing interior!

Veronique and her crew know how to adapt a décor to any situation and this new trendy look suit their need to a tee!

Shock Bonbon™

Vanessa Perrin™
Dressed Doll

Beauty runs in the family... You have it and your sister has it!

Besides whatever little bits of information obtained by the tabloids since W's rise to fame, very little was known about the Perrin family. Details of Véronique's personal life were strictly hush hush for the most part.... Until now!

Thought to be away at school in Switzerland, Vanessa Perrin showed up on her sister's doorstep one chilly Parisian morning with nothing else than a tiny suitcase and a head full of dreams. Of course, she couldn't contain her excitement when she promptly announced her bold plans to move in with Véronique immediately! Although she was delighted to be reunited with her baby sister, Véronique was shocked to hear this very unexpected bit of news. Through was she with school she said, she needed to be in the spotlight following the footsteps of her sister, her decision was made!

Later that day, Véronique walked in the W building only to be assailed by a horde of assistants pressuring her to select a fresh new face to appear alongside Adèle on the new Graphic Flirtation ad campaign. When Vanessa walked in behind her sister, the room fell suddenly silent. "That's her! The new face of W!", the assistants exclaimed in unison. Before much of anything could be said young Perrin was sitting besides the legendary Adèle Makéda being prepped for the shoot. But how would Véronique explain the face of her little sister showing up in just about every major European fashion publication to her parents?

Graphic Language™

Adèle Makéda®
Dressed Doll

New season, new look, same girl!

Adèle Makéda was one of those girls that could easily adapt to any situation. Never the type to be jealous and always open to innovative ideas, Adèle was all for working with a new face for W's Fall campaign. Like most, she immediately saw the arrival of her friend's sister on the plateau as an interesting twist of events and a good omen for W's business.

If she didn't expect that another Perrin would hit the fashion scene that very morning, she would soon find out that this was a complete surprise for Véronique as well. No matter what, Adèle was thrilled with this as she and Vanessa had always shared a special bond. She remembered them playing together as little girls, envisioning boundless hopes and dreams of fame and stardom... Their fantasies would now become reality! As exciting as it would be for Adèle to team up with Vanessa, she still couldn't help but wonder how Véronique had convinced her parents to let her to do this. Questions would have to be answered later she thought, for now it was time to be glamorous and show off that new look of hers. Working for W had suddenly become more exciting than ever!

Girl of the moment™

Véronique Perrin™
My Favourite Doll Exclusive
Dressed Doll

The name on everyone's lips.

Véronique's shock at her sister's arrival soon faded away when the first prints of the new campaign showed up on her desk. She was overjoyed with the finished product. Even though she had a hard time making her parents understand her sister's decision to come to Paris in secret, they had accepted to go with it for the time being. Still, this turn of event was nothing compared with the storm brewing on the business horizon, as she would soon need every ace up her sleeve to deal with what was about to take place.

Rumors were circulating that something big was about to happen at her major competitor Missima cosmetics. "M" cosmetics as everyone would refer to them, had rivaled W cosmetics for quite some time now. From her former star model, Kyori Sato joining their ranks upon her return to Paris to the appearance of a certain mystery woman by her side really meant nothing good for Véronique. M had gained in popularity steadily and quietly over the years with the underground fashionistas. What puzzled Véronique even more, was that they had always seemed to stay one step close to her with their campaigns. Although harder edged, more and more of their products had a strange W feel to them, almost as if they were able to predict what's in her mind. What was the meaning of all this?

Glam Slam™

Kyori Sato™
Dressed Doll

Every appearance surefire smash!

Paris was ablaze with the news: a new Perrin hits town! Kyori Sato was simply furious. Recently upstaged by an inexperienced newcomer, she was beside herself to hear that yet another star had appeared in the Parisian modeling sky. Would what she thought was just a bit of lucky success for W ever end?

With her new boss Natalia Fatalé on the eve of launching her first collection at the helm of the renewed Missima Cosmetics, they could have certainly done without the free press her competitor had obtained as a result of her latest high profile coup d'éclat.

Kyori could feel the pressure of the business on her back as it dawned on her that her newly forged alliance with Missima could make or break her career. She would have to double her efforts in order to make sure she remained on the top of her game. This would be no small feat considering how stunning her newfound competitor was...

Printed Impact™

Luxury Wear™

Costume Only

Painted in femininity!

Strongly influenced by Asia's many scents and colors, Véronique Perrin found the original concept for the Graphic Flirtation collection on one of her many trips abroad. This particular collection would take on a very colorful and bold direction that she had never attempted before in her products, but Véronique knew when and how to take a risk.

Amber, spices and other exotic fragrances would soon fill her office like a carefully blended aromatic breeze, evoking thoughts of sophistication and refinements that she knew had not been heard of on the market in years. It would be just what her target customer would be looking for this season. Now if she could only find the perfect girl to accompany Adèle in the ad campaign, this whole deal would be another resounding success for her and her booming company.

Diamond Dusted™

Véronique Perrin™

IFDC 2004 Exclusive

Dressed Doll

Sparkling icy looks will never hide the brilliant fire that shines deep in her heart...

When Véronique received a VIP invitation to the Icelandic Video Music Awards, she knew exactly what she would be wearing- her latest acquisition, one of those wild Parisian couture creations that few people have access to or even know how to wear. What better venue than one of the European Music Industry's most publicized events to show it off? This live appearance on global TV would surely be the one to put her on top of the year's best-dressed list of every major fashion publication.

On the night of the event, her usual crew in tow, Véronique couldn't help but wonder how this would be received: her, the CEO of W corporation, showing up at an event looking better than most of the artists present to actually receive an award. However, the second she stepped out of the limo, the camera bulbs flashed by the dozens. All eyes were upon on her. "Miss Perrin, Miss Perrin!" yelled the legions of paparazzi, trying to get a second of Véronique's time. This style icon has done it again!

Cosmetic Takeover™

Natalia Fatalé™
FR Convention Exclusive
Dressed Doll

Glamour, fashion, money, and deception.

The mystery woman was finally ready to reveal herself...

Natalia Fatalé, eccentric millionaire wife of cosmetic mogul, Perry Marino of Missima cosmetics had been quietly building her influences in the industry for years. Forging ties with chemists, marketers and models alike, all the while silently buying more and more shares in the company with her personal money, she had planned to one day take control of everything sans her womanizing husband. That day had come. Her secret alliance with super model Kyori Sato had proved to be the best of all moves she had done in the cold calculated chess game she had been playing with Perry for the last two years. Kyori had been supplying her with all the information she needed to build a solid base of contacts and to have a killer collection in hand ready for the day of her takeover.

Her animosity and constant criticism towards the world of W was no news to anyone around her either. For years she had watched young upstart, Véronique Perrin, rise to commercial success with her budding cosmetic empire. This is something Natalia had never completely achieved even though her personal fortune knew no boundaries. She and M cosmetics would one day become the toast of Paris, even if she had to buy everything in her way to achieve it. Natalia knew that her company needed a total re-haul seeing that her husband was incompetent for the most part. She was not one to enjoy being taken for a fool in public and her husband's many failed business deals and indiscretions had become the talk of the industry. Now was the time for her to make her final move and fully reveal to the world what Natalia Fatalé was capable of. Watch out Véronique Perrin, the new M Cosmetics will get you!

La Petite Robe Blanche™

Luxury Wear™
FR Convention Exclusive
Costume Only

White is the new black!

A long day of shopping was the perfect therapy after a stressful week of work for the two sisters. Véronique had truly discovered a friend in Vanessa who was now totally grown up. Not only had Vanessa matured into a beautiful young woman, she had also taken after her sister's exceptional fashion sense. When Vanessa ran over to show her sister the latest treasure she had found, Véronique couldn't help but to chuckle as she had purchased the same dress only a few weeks ago in black! Apparently not only good looks ran in the family, but also good taste! The perfect little dress married to the ideal set of accessories totally made their day!

The Perrin sisters, she thought to herself, the new force to reckon with in the industry. Véronique smiled to herself, her parents would approve after all.