



Media Coverage Switzerland

Client Med Beauty Swiss AG
Brand cell premium

Source	Gatsby	Category	Beauty
Issue	Spring 2010	Frequency	4 / year
Circulation	40'000	Range	120'000





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Swiss News | Style



EQUESTRIAN LUXURY.....

Debuting its first handbag collection, Akris enters the accessories market at the very top end by introducing a stunning collection of woven horsehair bags that are promoted by none other than the grand-dame of high-fashion Daphne Guinness featured in an eccentric advertising campaign for the brand.....www.akris.com





DELIGHTFUL DIOR.....

Geneva's highly disputed high-end watch and jewellery retail scene has become a little richer with the opening of Switzerland's first Dior boutique dedicated exclusively to baubles and time pieces. Architect Peter Marino created a suitable environment for the display of the maison's most coveted and pricey pieces.....www.dior.com



TIME IS MONEY.....

Every year the high and mighty of the global watch and jewellery industries come together in Basel for the planet's largest trade fair of its kind. Around 2000 companies from all four corners of the globe display their newest creations and the very latest in watch-making technology spread over 160,000 square metres of exhibition space. Baselworld is where key players of the industry meet and a great part of the industry's yearly business is decided, making Basel the world's undisputed capital of glitz.....www.baselworld.com



VIP TREATMENT.....

Counting active stem cells from plants as one of its ingredients, Cell Premium's luxury skincare line is a true miracle worker. The advanced anti-aging qualities are further enhanced by protection and regeneration of the epidermal parent cells resulting in visible and tangible rejuvenation of the skin. Switzerland's cosmeceutical research at its very best!.....www.medbeauty.com



..... NUMBER ONE

Featuring a new exclusive signature scent nuance titled ScentTrik Wacapou™, Strellson's "N°. 1" and its high-grade wood-based Haisi make for a particularly refined and sleek fragrance. Created by Alexandra Kala, the extravagant combination of traditional elements diffuses a hint of comfort with a healthy dose of cool and modern elegance thrown in for good measure.....

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