

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

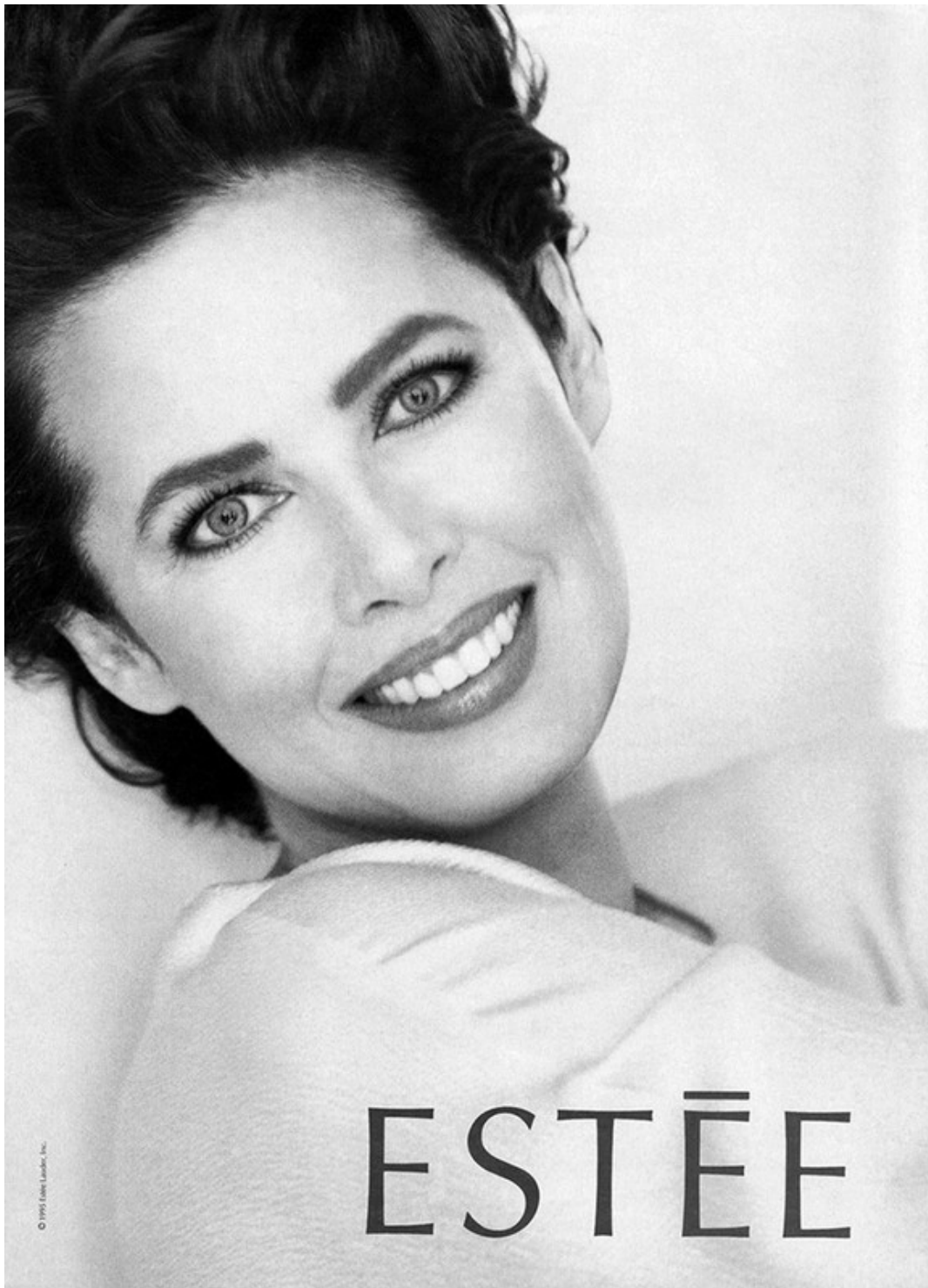
Art Department



Inge Fonteyne

www.art-dept.com

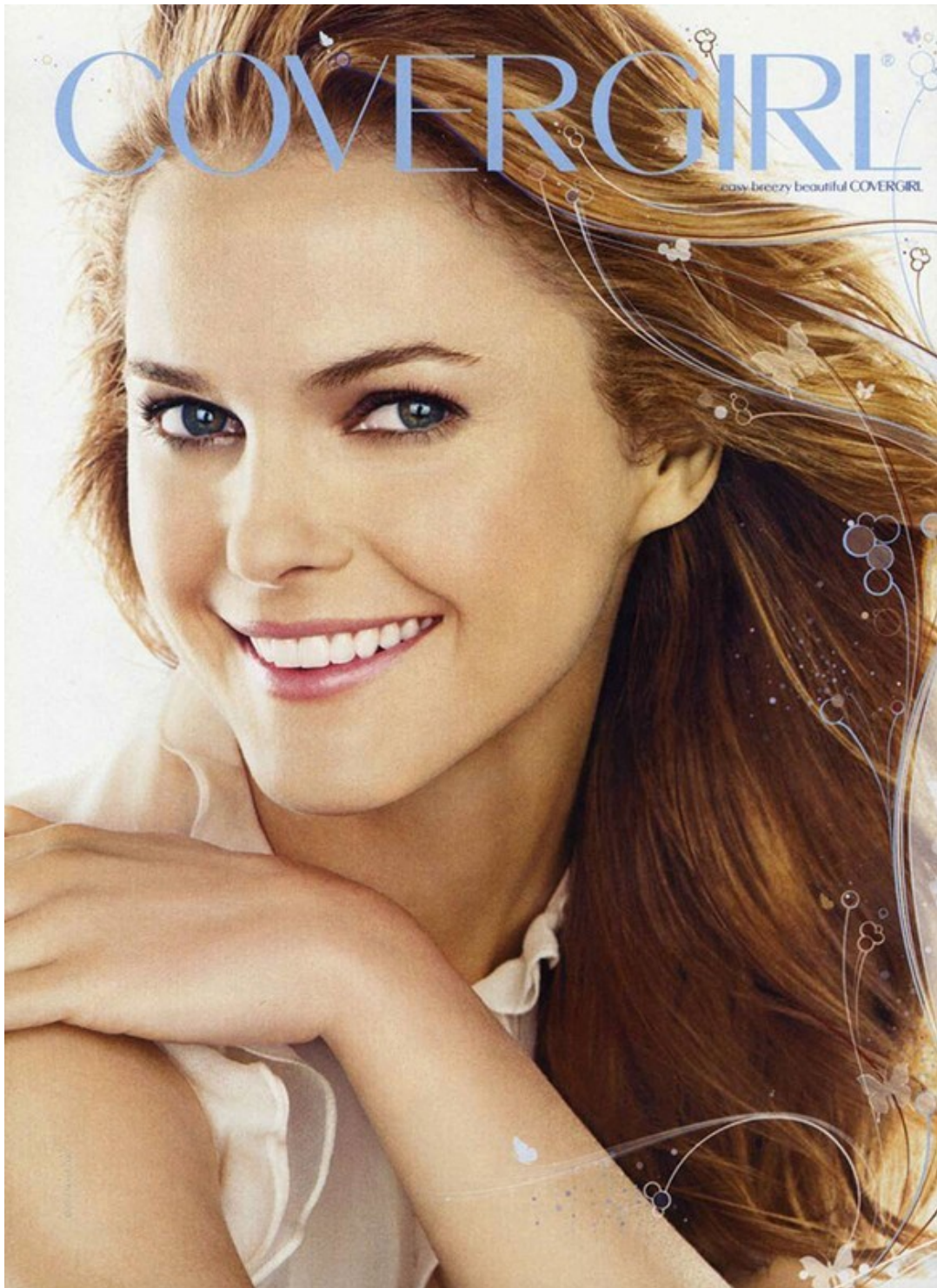
Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



COVERGIRL®
easy breezy beautiful COVERGIRL

Meet the
dynamic duo of shine!

New **Outlast
Double
LipShine**

Lasts **5X** longer than the leading lip gloss!
First, apply the mica-infused color that shimmers.
Flip it, then lay on the super-gloss.
This dynamic color lasts up to 10 hours!

New CoverGirl Kent Russell double shines in Antique Rose. Inside story @covergirl.com

©2008 CoverGirl Inc.

Inge Fonteyne

www.art-dept.com

Art Department



COVERGIRL®
easy breezy beautiful COVERGIRL

*Meet the
dynamic duo
of shine!*

**New Outlast
Double
LipShine**

Lasts 5X longer than the leading lip gloss!
First, apply the mica-infused color that shimmers.
Flip it, then lay on the super-gloss.
This dynamic color lasts up to 10 hours!

New CoverGirl Ken Russell double shines
in Antique Rose. Inside story @covergirl.com

Inge Fonteyne

www.art-dept.com

Art Department



a luxurious luster

Laura Mercier's Flawless Face has taken on a special luminosity. The new Illuminating Tinted Moisturizer provides the same sheer and long-lasting formula as the award winning Regular and Oil-Free Tinted Moisturizers. With the addition of the micronized pearls and the power-packed Dewy Complex, your skin will be hydrated, protected and beautifully radiant.

laura mercier

laura mercier
illuminating tinted moisturizer spf 20 • illuminating
oil-free tinted moisturizer spf 20 • illuminating

Inge Fonteyne

www.art-dept.com

Art Department



R M K
Powder Foundation

パウダーでつくる、クリーミーな光沢感。
コンパクトの中に2種類のパウダーをWプレス。透明感を引き出すパウダーにツヤを与えるパールを重ねることで、まるでリキッドのような光沢感あふれる仕上がり。RMKだからこそできた、新発想のパウダーファンデーションです。

3月8日(金)新発売 RMK パウダーファンデーションEX 全9色 各6,825円(本体価格 6,500円) SPF24 PA++

*SPF表示、PA表示は国際的に定められている試験法で測定した値です。製品使用時の効果と必ずしも一致しない。他の紫外線防止効果のある化粧品と併用することにより効果的です。

www.rmkmk.com

Inge Fonteyne

www.art-dept.com

Art Department



RMK
'80s
COLOR
2008 A/W Collection

www.rmkm.com

2008 A/W Collection 全19品 8月22日(金) 新発売
RMK ジェリー×パウダーアイズ<限定発売> 全5種 各3,900円(本体価格3,000円) / RMK ジェリー×パウダーチークス<限定発売> 全3種 各3,900円(本体価格3,000円)
RMK イレゾナブルリップスC 唇色4色 各3,150円(本体価格2,500円) / RMK シロシリップス 唇色3色 各2,310円(本体価格2,000円) / RMK 8インカラー N 唇色3色 各2,310円(本体価格2,000円)

Inge Fonteyne

www.art-dept.com

Art Department



PROGRAMMA BELLEZZA

**BUONI
PROPOSITI**

*Prendersi cura di sé: tutto l'anno.
Con poco sforzo e grandi risultati.*

DI MARIA DE FERRARI FOTO DON FLOOD

PER LO SGUARDO
OMBRE SOLO N. 14
CEDRE BLEU E
MASCARA VOLUME
INFINI CURL N. 1,
SULLE LABBRA
ROUGE VIBRATION
N. 17 ROSE GLACE,
TUTTO VYES
SAINT LAURENT.
ORECCHINI RENEE
LEWIS. STILIST
INGE FONTEYNE/
JED ROOT. TRUCCO
LINDA HAYTHE
WALL GROUP.

Inge Fonteyne

www.art-dept.com

Art Department



*Labbra disegnate al
naturale con il rossetto
Treatment Lip Colour
Modern Beige di
Kanebo. Abito Reem
Acra. Orecchini Renee
Lewis. Stylist Inge
Fonteyne per Jed Root.
Trucco Linda Hay
per The Wall Group.
Capelli Ben
Skervin per Jed Root.*

Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



ひとめで、AQ

誰にも似ていない、美しさを。
自分らしくあることの、誇りを。
本質を見抜く知性と
柔軟に洗練された遊び心をもち、
見た目の美しさにも、内面の充実にもこだわる
大人の女性たちへ。

鮮やかさと深みを秘めた彩り、
その輝きの余韻にあらわれる、品格。
エレガンスを、ほしいままにする。

かろやかに、巧妙に、こころ躍る色と輝き。
春のAQ、咲き誇る。

AQ Spring Collection

Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department

ひとめで、AQ

誰にも似ていない、美しさを。

自分らしくあることの、誇りを。

本質を見抜く知性と、柔軟に洗練された遊び心をもち

見た目の美しさにも、内面の充実にもこだわる

大人の女性たちへ。

鮮やかさと深みを秘めた彩り、

その輝きの余韻にあらわれる、品格。

エレガンスを、ほしいままにする。

幻想的なゆらめきに、こころ奪われる。

太陽のごとく、夏のAQ。

AQ Summer Collection



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

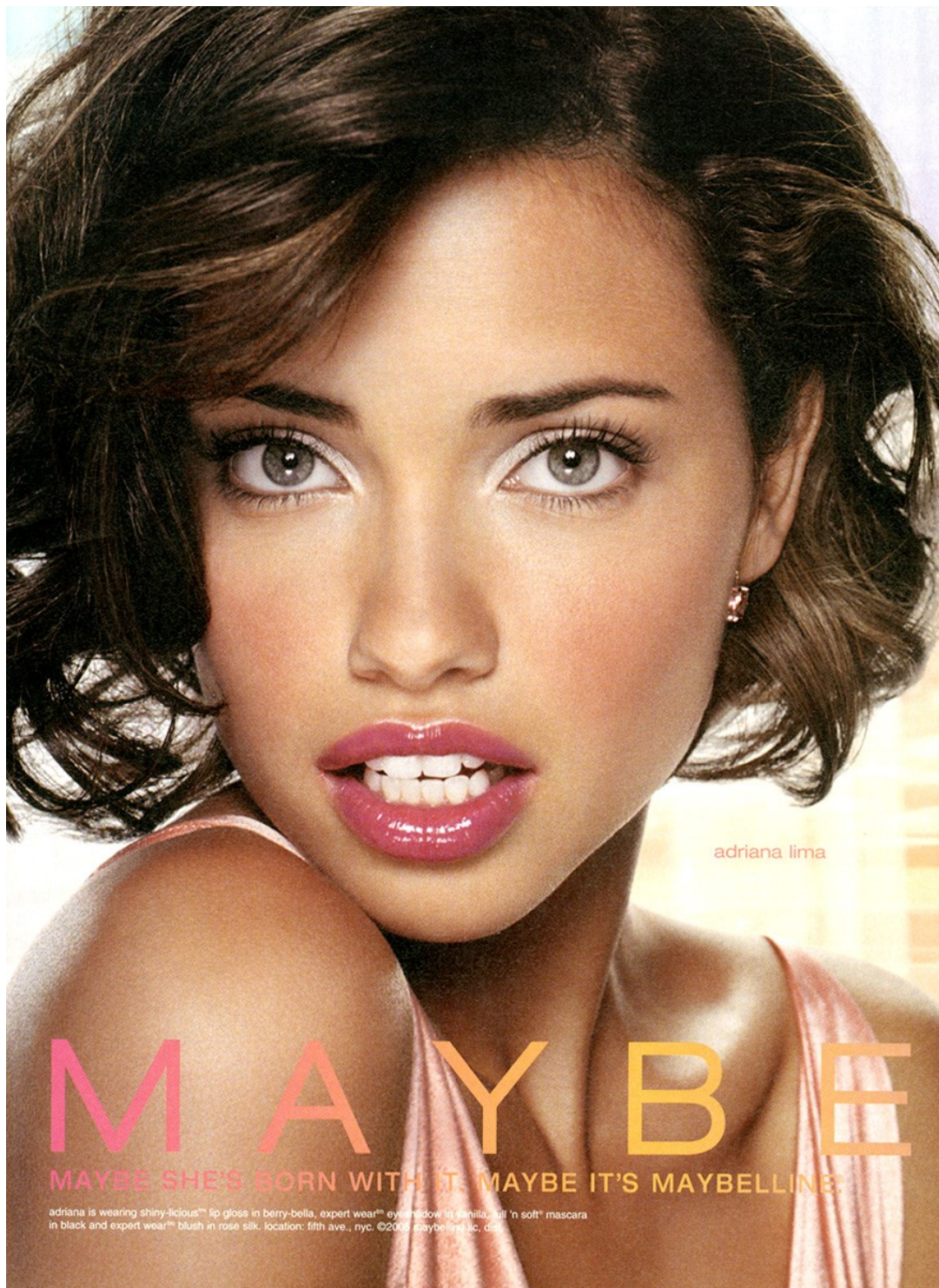
Art Department



Inge Fonteyne

www.art-dept.com

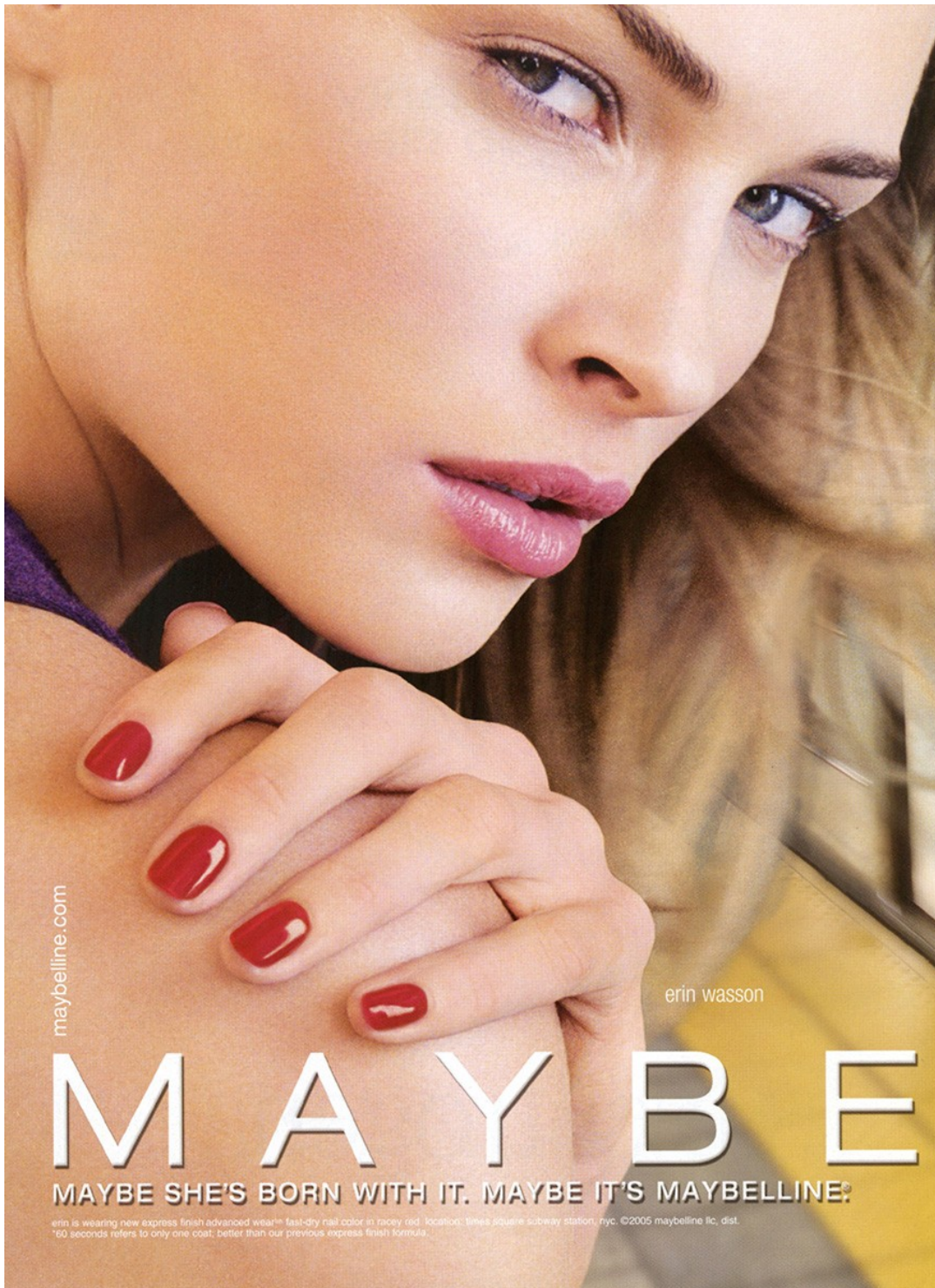
Art Department



Inge Fonteyne

www.art-dept.com

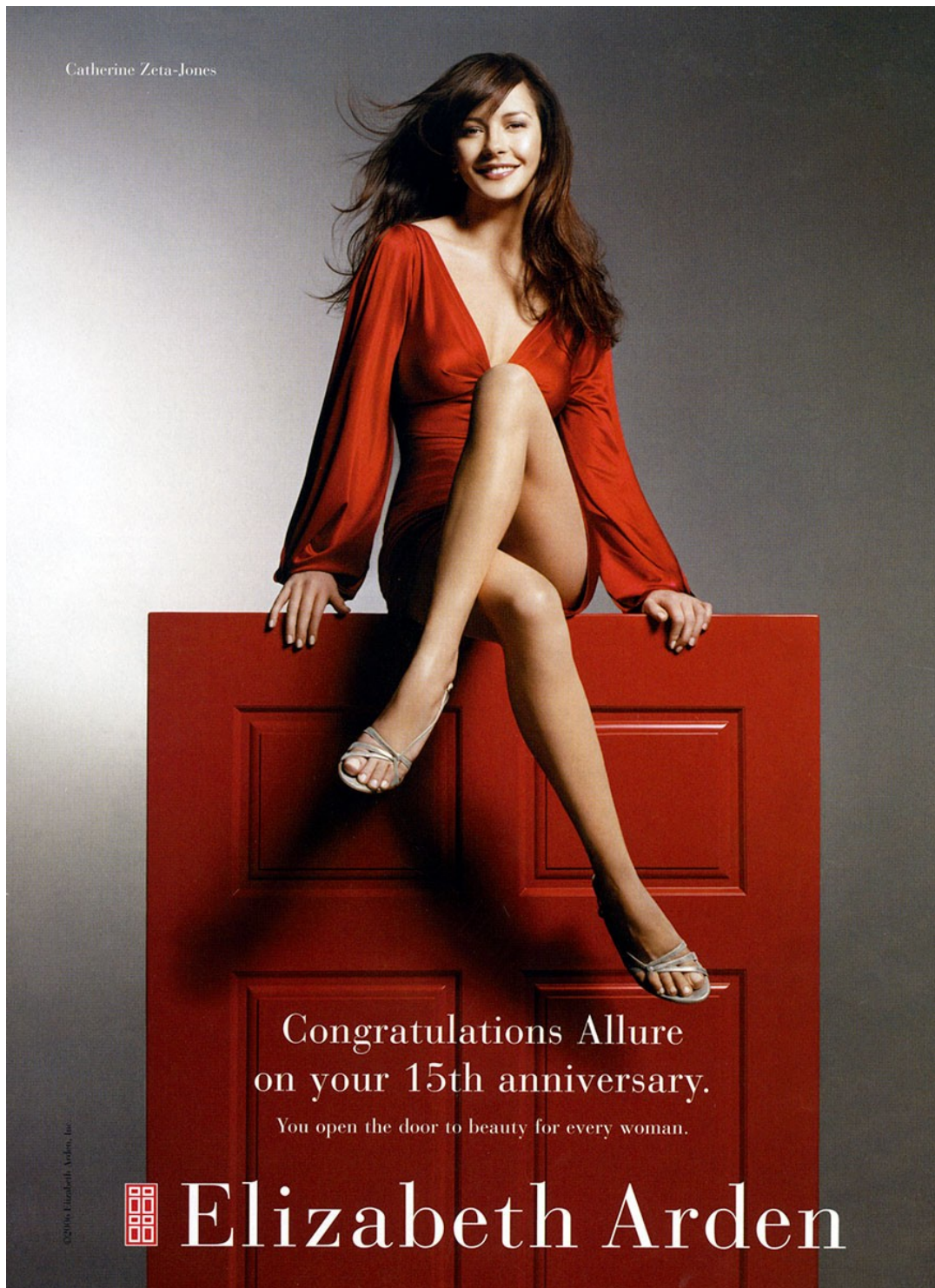
Art Department



Inge Fonteyne


www.art-dept.com

Art Department



Catherine Zeta-Jones

Congratulations Allure
on your 15th anniversary.
You open the door to beauty for every woman.

 Elizabeth Arden

©2006 Elizabeth Arden, Inc.

Inge Fonteyne

www.art-dept.com

Art Department

Catherine Zeta-Jones

Make an entrance.

Elizabeth Arden
RED DOOR
FRAGRANCE

©2007 Elizabeth Arden

Bon-Ton
Bergner's
Boston Store
Carson Pirie Scott
Elder-Beerman
Herberger's
Younkers
elizabetharden.com

The advertisement features a full-page photograph of actress Catherine Zeta-Jones. She is wearing a strapless red dress and long red gloves, leaning against a red wooden door. A bottle of Elizabeth Arden Red Door fragrance is visible on the door. The background is a soft, out-of-focus grey.

Inge Fonteyne

www.art-dept.com

Art Department

Elizabeth Arden
PROVOCATIVE
WOMAN

Men
will
melt.

The new fragrance.

©2004 Elizabeth Arden, Inc. Catherine Zeta-Jones

Inge Fonteyne

www.art-dept.com

Art Department


Marshall Field's
Robinsons-May
Foley's

Is it Seduction
or Entrapment?

It could be
Drama.


Color Intrigue Zero-Dance is wearing Color Intrigue Lipstick in Drama
and New Smooth Fine Lip Pencil in Crimson ©2003 Elizabeth Arden, Inc.

Open for beauty.

 **Elizabeth Arden**

Seduction. Entrapment. Drama. All are shades of intrigue. Color Intrigue Lipstick delivers
tons of rich color, yet weighs next to nothing. Vitamin enriched. Lip caressing. Enticing lips in
24 shades. Is there anything more intriguing on Earth? Well, of course. Just not in a lipstick.

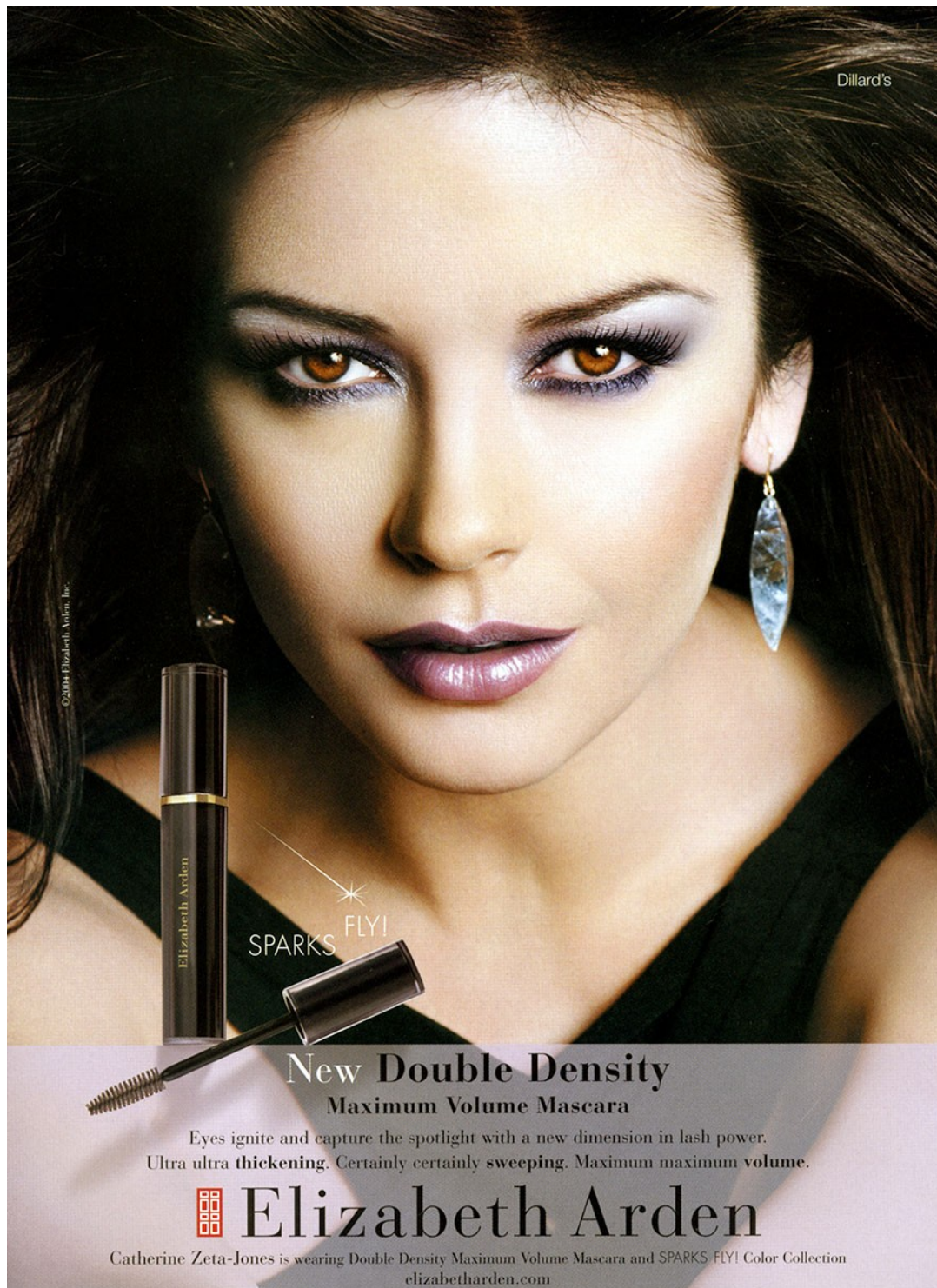
New Color Intrigue Lipstick



Inge Fonteyne

www.art-dept.com

Art Department



A close-up portrait of actress Catherine Zeta-Jones with dramatic eye makeup, including purple eyeshadow and long, dark eyelashes. She is wearing a black top and large, teardrop-shaped earrings. In the bottom left corner, a tube of Elizabeth Arden Double Density Maximum Volume Mascara and its wand are displayed. The tube is black with gold accents and the brand name. The wand is black with a silver band. The background is dark and moody.


Dillard's

©2004 Elizabeth Arden, Inc.

SPARKS FLY!

New Double Density
Maximum Volume Mascara

Eyes ignite and capture the spotlight with a new dimension in lash power.
Ultra ultra thickening. Certainly certainly sweeping. Maximum maximum volume.

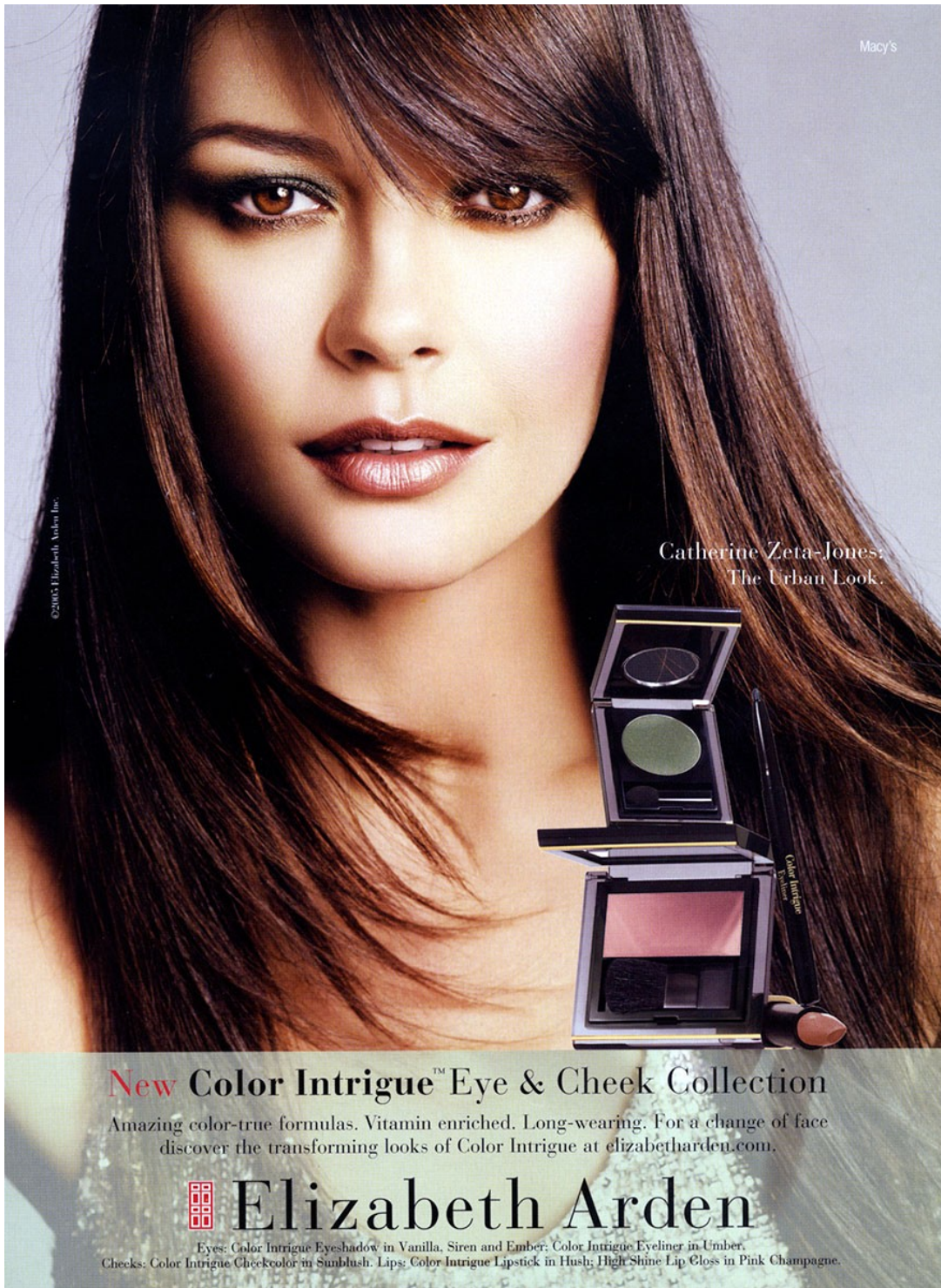
 **Elizabeth Arden**

Catherine Zeta-Jones is wearing Double Density Maximum Volume Mascara and SPARKS FLY! Color Collection
elizabetharden.com

Inge Fonteyne

www.art-dept.com

Art Department




A close-up portrait of actress Catherine Zeta-Jones with long, dark brown hair and a soft, natural makeup look. She is looking directly at the camera with a slight smile. In the bottom right corner, three Elizabeth Arden Color Intrigue makeup products are displayed: an eyeshadow palette with three shades (Vanilla, Siren, and Ember), an eyeliner pencil in the shade Umber, and a cheek color compact in the shade Sunbush. The background is a soft, out-of-focus grey.

Macy's

Catherine Zeta-Jones:
The Urban Look.

©2005 Elizabeth Arden Inc.

New Color Intrigue™ Eye & Cheek Collection
Amazing color-true formulas. Vitamin enriched. Long-wearing. For a change of face
discover the transforming looks of Color Intrigue at elizabetharden.com.

 **Elizabeth Arden**

Eyes: Color Intrigue Eyeshadow in Vanilla, Siren and Ember; Color Intrigue Eyeliner in Umber.
Cheeks: Color Intrigue Cheekcolor in Sunbush; Lips: Color Intrigue Lipstick in Hush; High Shine Lip Gloss in Pink Champagne.

Inge Fonteyne

www.art-dept.com

Art Department



Catherine Zeta-Jones
is sitting pretty.

Dillard's

Ceramide Skincare

Ultra luxurious formulas.
Advanced anti-aging technology.
Breakthrough results.

The encapsulated purity of Ceramide Advanced Time Complex Capsules. The skin plumping, moisture boosting benefits of Ceramide Plump Perfect. Powered by state-of-the-art ingredients, each formula is packed with the potency of next generation science and infused with the luxury of pampering indulgence. Ceramide Skincare brings the future of anti-aging technology full circle.

©2006 Elizabeth Arden, Inc.

Elizabeth Arden

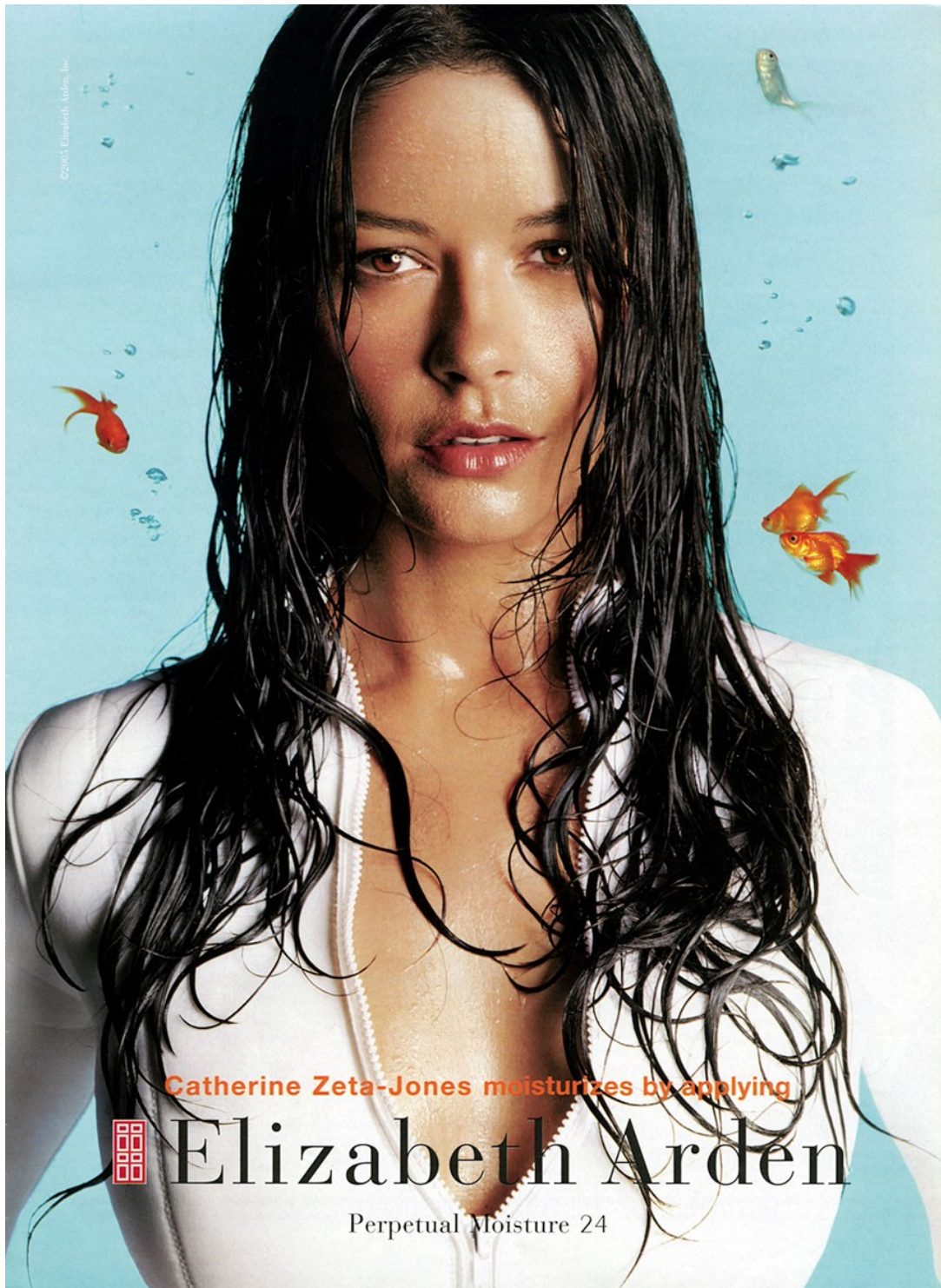
elizabetharden.com

Shown from top, clockwise: Ceramide Plump Perfect Moisture Cream SPF 30, Ceramide Plump Perfect Targeted Line Concentrate, **New** Ceramide Plump Perfect Firming Facial Mask, Ceramide Advanced Time Complex Capsules, **New** Ceramide Plump Perfect Firming Body Soufflé

Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department



©2003 Elizabeth Arden, Inc.

*Smile with
all your
senses.*

Open for beauty.

 **Elizabeth Arden**

Green Tea Fragrance Collection

Elizabeth Arden
Green Tea
Tea Leaf
Tea Petal
Tea Perfume

Inge Fonteyne

www.art-dept.com

Art Department

Catherine Zeta-Jones

*"Where the sun
coaxes you to be a
little less shy."*

Elizabeth Arden
Mediterranean
The fragrance

★ macy's
elizabetharden.com

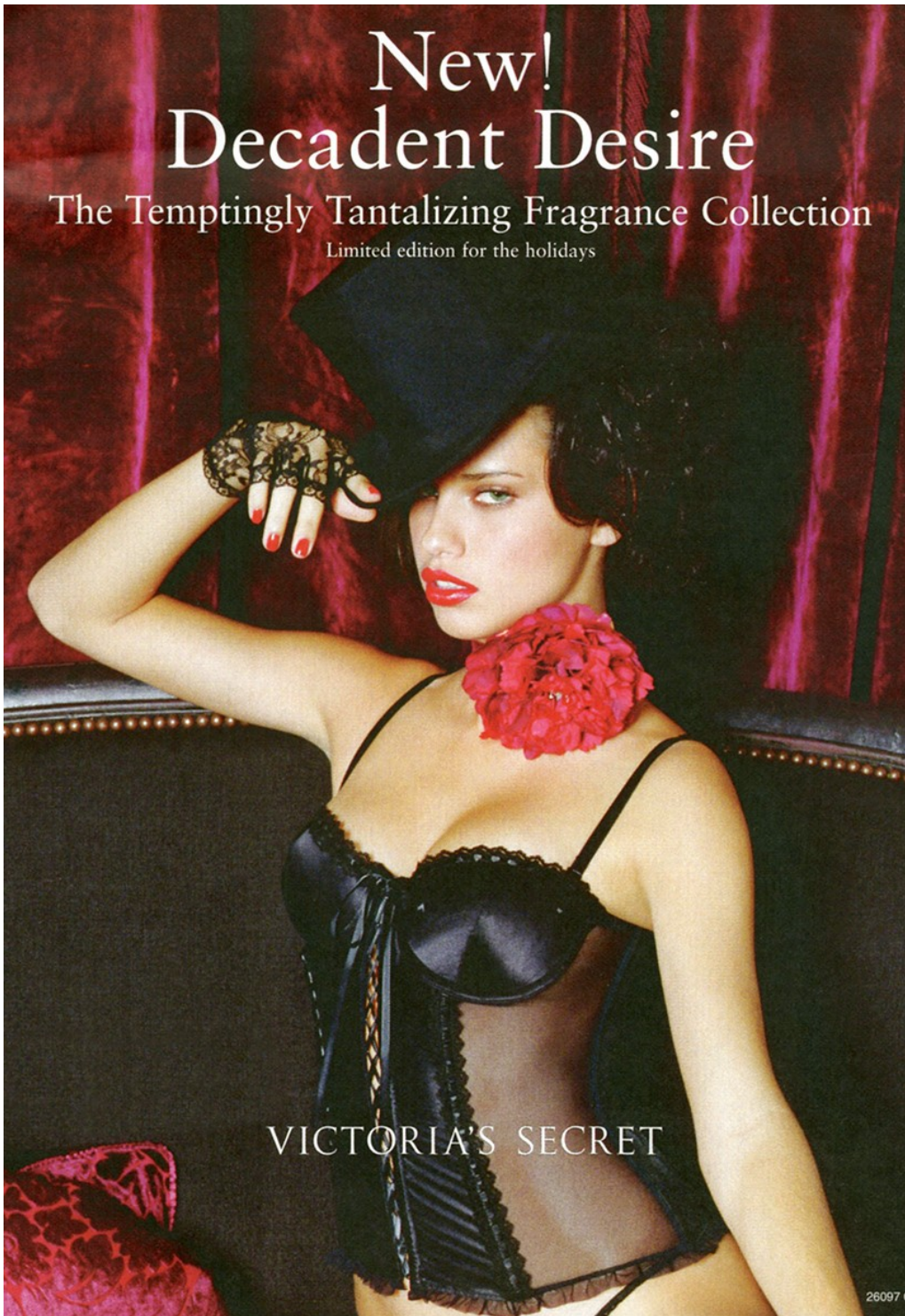
The advertisement features a close-up portrait of Catherine Zeta-Jones with long, dark, wavy hair, wearing a light blue, open-front cardigan and a multi-strand pearl necklace. She is looking directly at the camera with a soft expression. The background is a bright, sunlit coastal town with white buildings and a blue body of water. In the bottom right corner, a blue, rounded rectangular perfume bottle with a silver cap is visible. The text 'Elizabeth Arden Mediterranean The fragrance' is centered over the image. A quote in cursive script is in the upper right. The Macy's logo and website are in the bottom left.

Inge Fonteyne

www.art-dept.com

Art Department

New!
Decadent Desire
The Temptingly Tantalizing Fragrance Collection
Limited edition for the holidays



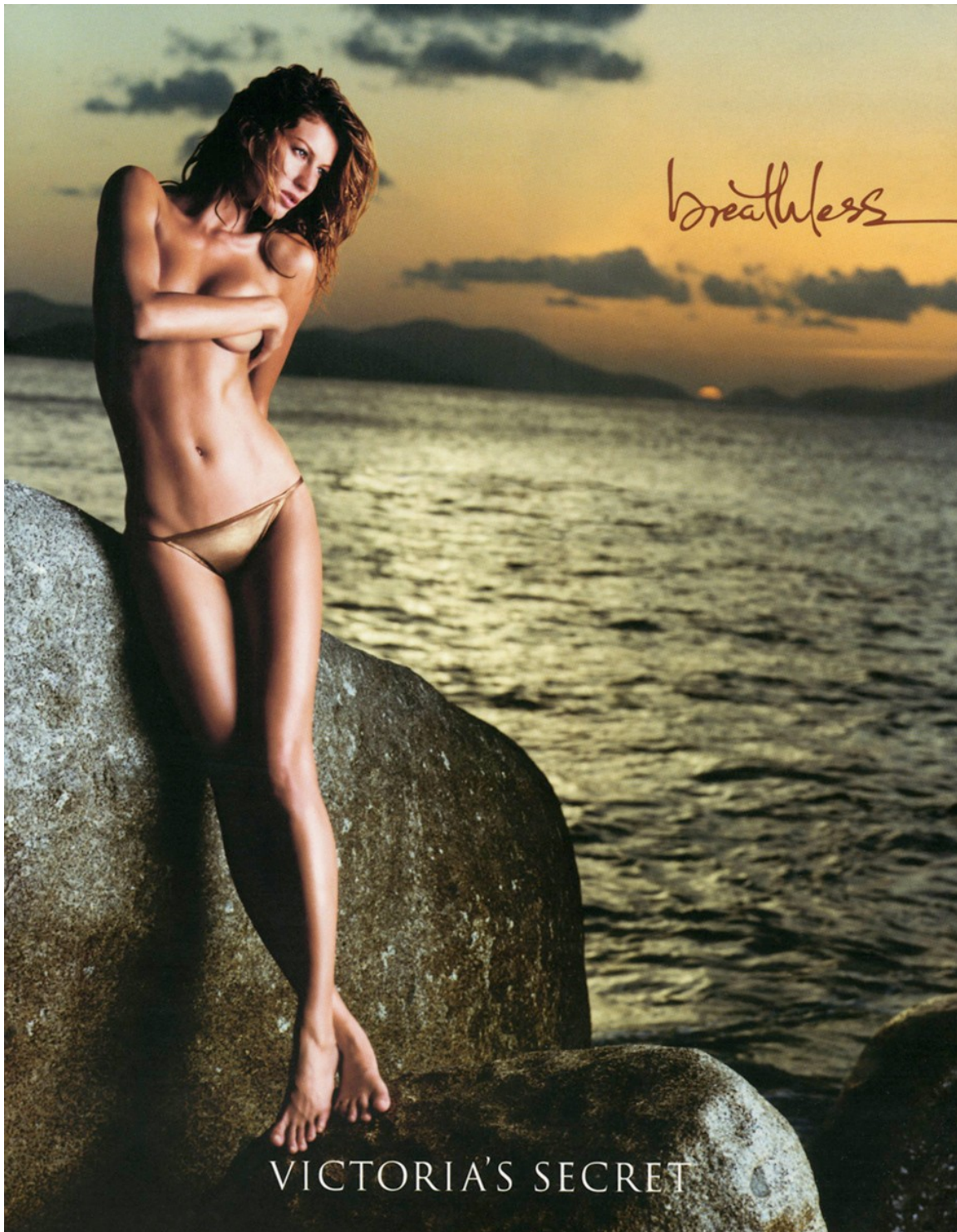
VICTORIA'S SECRET

26097 0

Inge Fonteyne

www.art-dept.com

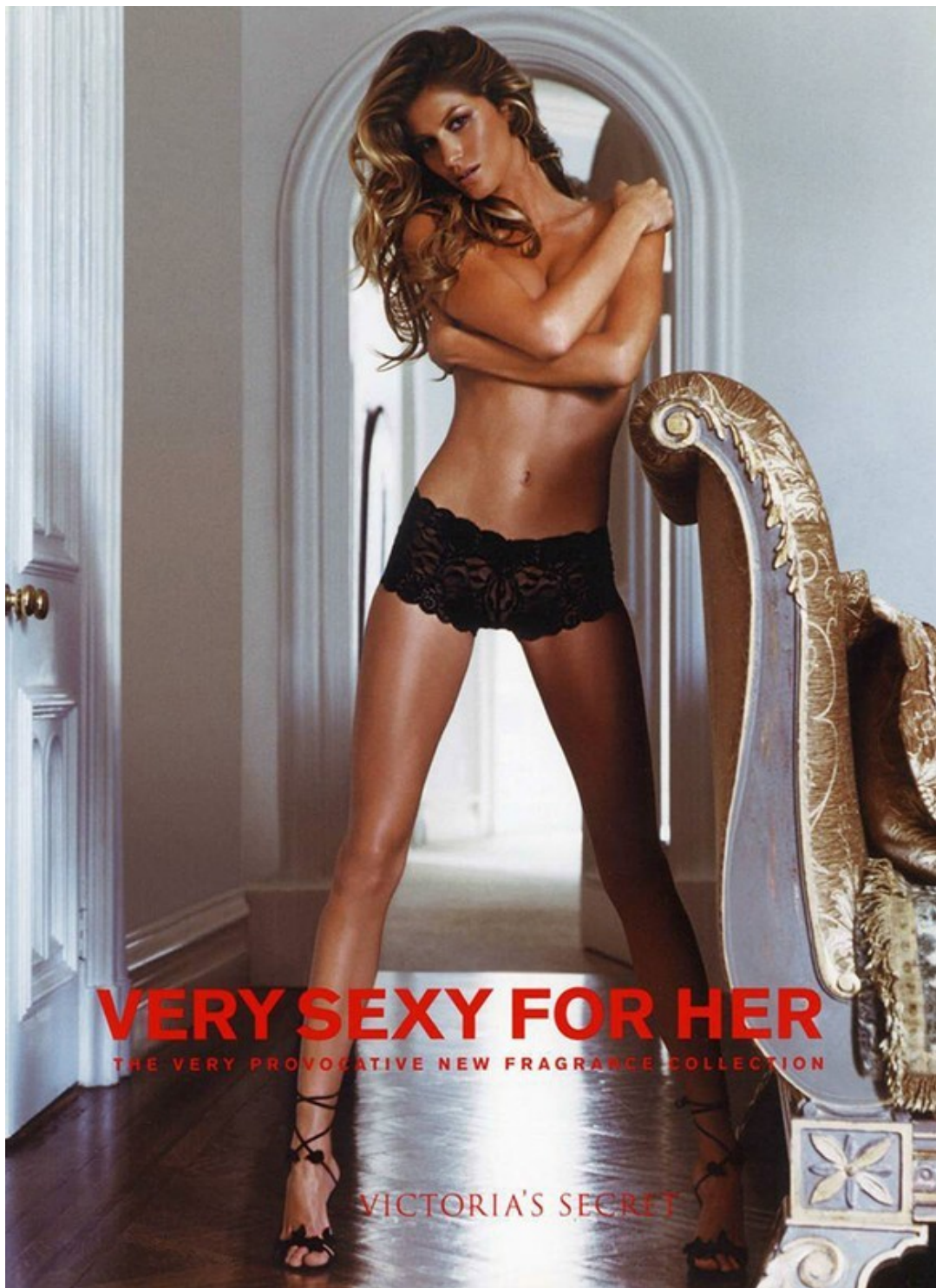
Art Department



Inge Fonteyne

www.art-dept.com

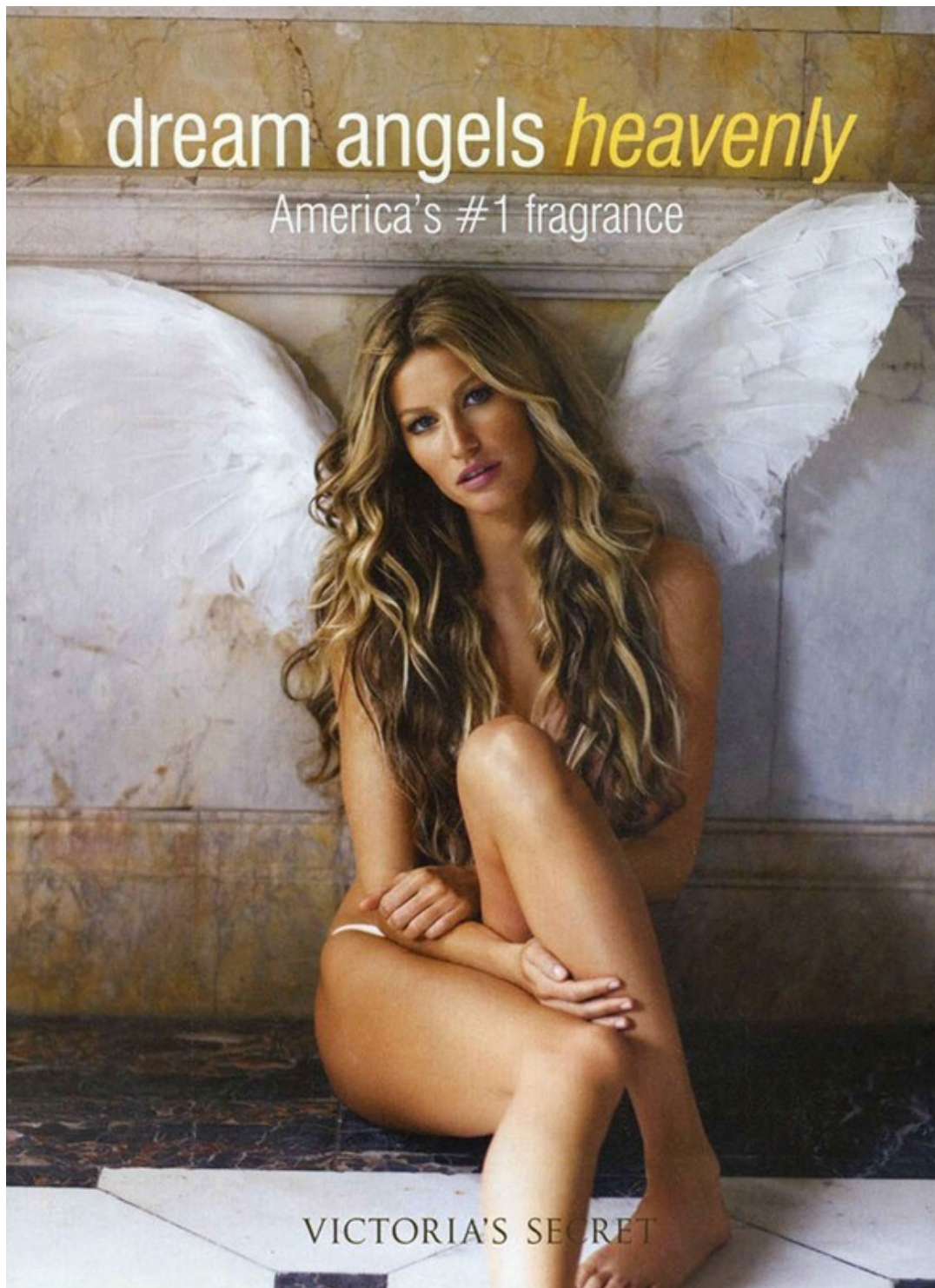
Art Department



Inge Fonteyne

www.art-dept.com

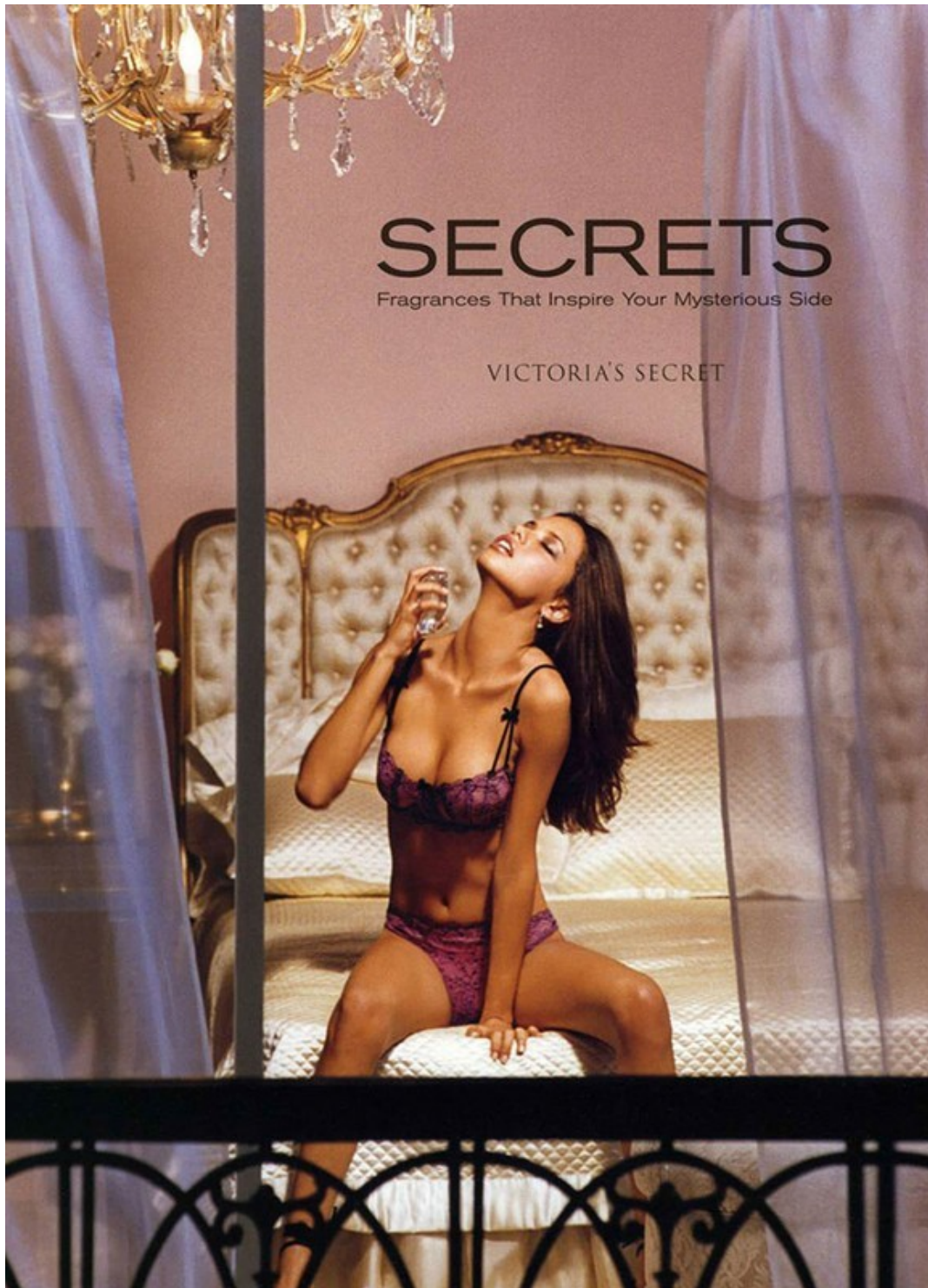
Art Department



Inge Fonteyne

www.art-dept.com

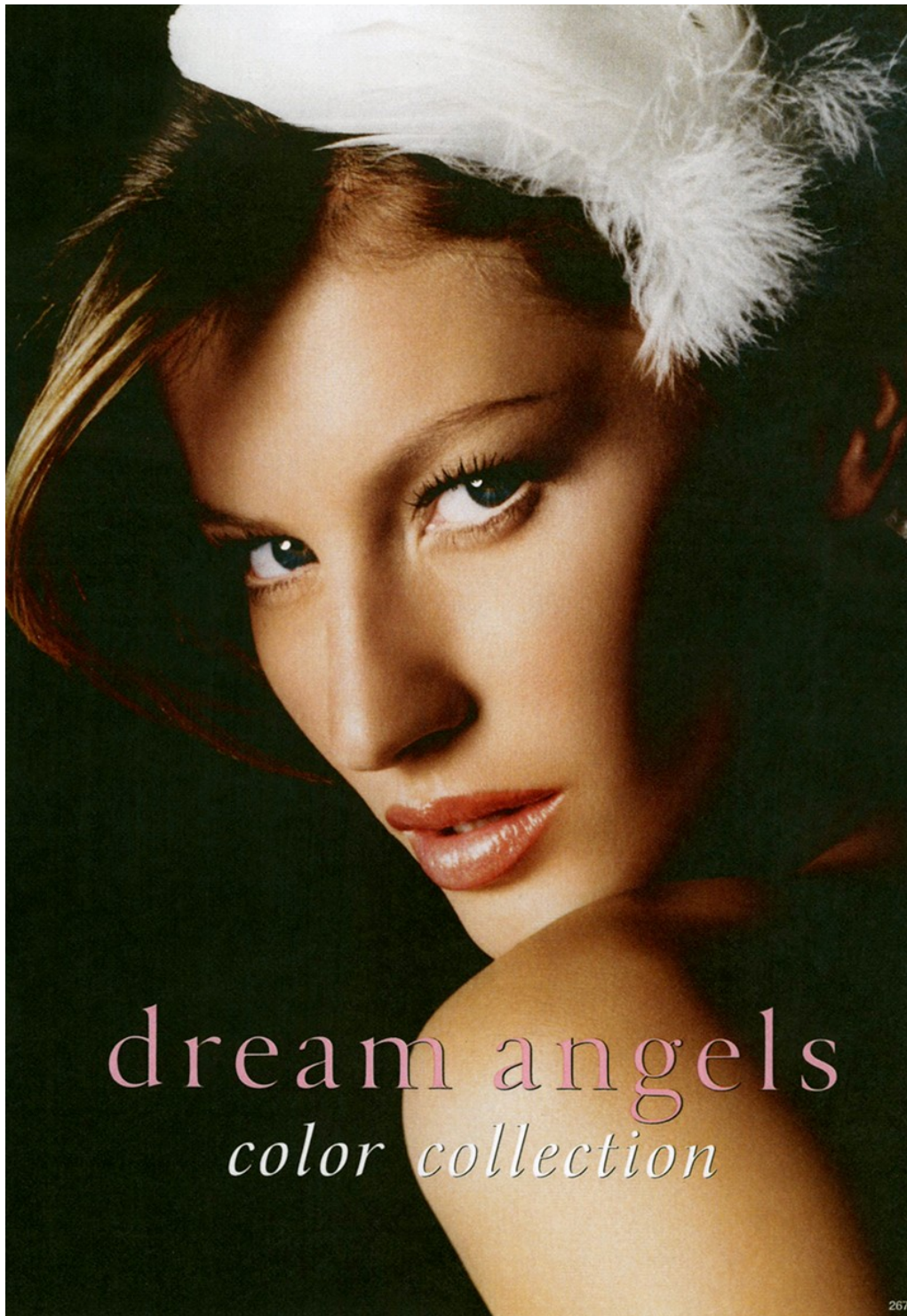
Art Department



Inge Fonteyne

www.art-dept.com

Art Department



Inge Fonteyne

www.art-dept.com

Art Department

A Special Advertising Section

beautiful hair revealed



Make those tresses your trademark and let your real beauty shine through. Celebrity stylist Gad Cohen, champion of individualized looks, assures that beautiful, vibrant hair is easy to achieve. All it takes is a little "asset management." That is, learning to work with what you've got. Here, Cohen weighs in on uncovering the hair you've always wished for, thanks to the weightless moisturizers in **Dove Hair Care**.



Medium to Thick Color-Treated Hair

Gad Cohen stresses the importance of products that are strong enough to repair the damage but gentle enough to preserve the shade. "You don't even know dry hair until you start coloring it!" Cohen recommends **Dove Moisture Rich Color** shampoo and conditioner. They replenish essential moisture, while protecting and enhancing color's brilliance. Cohen recommends setting hair in rollers while still slightly damp and blowing until dry. Once hair has cooled, remove the rollers from back to front. Relax the curls and smooth the edges with a round brush for a soft, feminine wave."



Inge Fonteyne

www.art-dept.com

Art Department

A Special Advertising Section

Fine or Thin Color-Treated Hair



"Coloring your hair depletes the moisture. So thin or fine hair gets dried out and starts looking dull." Cohen suggests rehydrating with **Dove Volumizing Color**, which delivers moisture and body simultaneously. It counteracts the drying effects of chemical treatments to help seal in the color and boost shine. Cohen believes that the right cut is critical. "Long, subtle layers give your hair a finished look without cutting away the bulk." Revive lifeless locks by blowing hair upside-down. "Keep the nozzle aimed downward behind the brush so hair dries silky smooth with a lift at the roots."



Inge Fonteyne

www.art-dept.com

Art Department

A Special Advertising Section

Normal to Oily Hair



"Normal to oily hair usually needs to be washed every day to look fresh. But daily shampooing can leave hair looking dried out and limp." Cohen urges women to find a product that delivers the right balance of hydration and fullness. **Dove Beautifully Clean** shampoo uses weightless moisturizers to restore hair's natural vibrance. It cleans and detangles without sacrificing volume. Cohen also brings out body by playing up hair's natural waves. While still damp, clip individual waves in place and dry with a diffuser to avoid frizz. Once hair has cooled, undo clips and run fingers through the roots. "This gives you a long-lasting style that's infused with life and movement."



Inge Fonteyne

www.art-dept.com

Art Department

A Special Advertising Section

Dry or Damaged Hair



People always want to know Cohen's secret for controlling coarse, unruly tresses. "Intense moisturization—that's the key. I hydrate my clients' damaged hair with **Dove Intense Moisture** shampoo and conditioner." They replenish hair's natural moisture and restore softness and shine. Cohen suggests combing out hair in the shower and then squeezing out any excess water. He cautions against anything that will ruffle hair's outer layer and open up the curl. "Brushing, towel-drying—these things end up making your hair look frizzy. If you can't let your hair air-dry, use a diffuser. It produces heat without the wind for silky, bouncy curls."



Inge Fonteyne

www.art-dept.com

Art Department

A Special Advertising Section

Fine or Thin Hair



"A lot of people blame conditioner for their fine, flat hair. But often the right moisture balance is just what it's lacking." Cohen revitalizes dull locks with **Dove Extra Volume** shampoo and conditioner. They hydrate just enough to revitalize fine hair and add body without weighing it down. Cohen recommends using a curling iron on dry hair to add even more fullness. "Unwind each section, reshape the curl and pin it at the root until it cools. Remove the clips, shake out your hair and run your fingers through it to give it more life."



Inge Fonteyne

www.art-dept.com