

JANE CARR

JANE CARR FOR LA MER – ESTÉE LAUDER

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AFTER THE SUCCESS OF THEIR 2005 COLLABORATION JANE CARR AND LA MER EXTEND THEIR PARTNERSHIP WITH GLOBAL DISTRIBUTION OF THE SILK SKINNY AND ANNOUNCE THE LAUNCH OF THE NEW EXCLUSIVE LIMITED-EDITION HOLIDAY TRAVEL MASK EMBRACING THE SENSE OF LUXURIOUS TRAVEL.

JANE CARR IS PLEASED TO PRESENT THE LIMITED-EDITION TRAVEL MASK IN COLLABORATION WITH LA MER FOR THE DECEMBER 2006 LAUNCH OF THEIR NEW TRAVEL SIZE MOISTURISER AND MIST.

DESIGNED USING THE UNIQUE 'LA MER' COLOUR PALETTE THE TRAVEL MASK WILL BE LAUNCHED SIMULTANEOUSLY IN LONDON AND NEW YORK TO A PRESTIGIOUS LIST OF VIPS AND EDITORS. THE EXQUISITE HAND-MADE SILK AND SUEDE TRAVEL MASK EPITOMISES LUXURIOUS CONTEMPORARY TRAVEL. IT USES THE SOFTEST SUEDE TO CREATE A GENTLE PADDED CUSHION THAT CARESSES THE FACE WHEN TRAVELLING ABOVE THE CLOUDS. IT IS THE IDEAL TRAVEL COMPANION FOR THE INTERNATIONAL MODERN WOMAN THAT CAN EASILY BE STORED IN HER TOTE. THE FULLY LINED SUEDE POUCH WITH CONTRAST SILK PIPING PROTECTS THE MASK WHEN STORED. ENTIRELY HAND-MADE IN ENGLAND IT HERALDS OUR LOVE AFFAIR WITH CRAFTSMANSHIP AND INDIVIDUALITY.

THE HAND-PRINTED SKINNY WAS ALSO LAUNCHED WORLDWIDE IN CONJUNCTION WITH CRÈME'S REVOLUTIONARY NEW LUXURY SKIN-CARE PROGRAMME 'THE ESSENCE' IN DECEMBER 2005 AND WAS THIS YEAR UNVEILED THROUGHOUT THEIR GLOBAL OFFICES OF LA MER TO A PRESTIGIOUS LIST OF VIPS AND EDITORS.

FOR FURTHER INFORMATION AND PRESS ENQUIRIES ON THE COLLABORATIONS PLEASE CONTACT: PRESS@JANE-CARR.COM OR AMBER HALES AT ESTÉE LAUDER LONDON OFFICE VIA EMAIL: AHALES@ESTÉE-LAUDER.CO.UK

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