

Massimo Dutti

OVERVIEW

Secured an exclusive with Vogue Arabia ahead of the launch of Massimo Dutti's *Body Care* collection.

Hi Michaela,

Hope you're doing well 😊

I wanted to reach out as we are handling the launch of Massimo Dutti's *Body Care collection* in the region and we would love to work with Vogue Arabia (online) to be the first title to announce the launch.

About the collection: Massimo Dutti is redefining the foundations of its creative concept with the launch of its new Body Care collection. Based on the values of self-care and eco-consciousness, the collection features - four fragrances, a hand gel, as well as a hand and body cream, all created using an exclusive selection of natural and environmentally friendly ingredients.

All material is **under embargo until 24th November** and will only be shared with other titles after, offering Vogue Arabia the opportunity to go live with the story first (any time before the 24th).

I've attached the release here for your reference and am including a link below to all material (release, campaign images, product shots & a video)

https://www.dropbox.com/sh/pp5qqfb1mug40oh/AACOkArn_Fc9TIXWpBIQzolla?dl=0

Please let me know if this would be of interest?

Best wishes,
Priyanka




Massimo Dutti

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VOGUE

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BEAUTY — NOVEMBER 21, 2021

Exclusive: Massimo Dutti Launches its First Beauty Collection

by HAYA MAHFOUZ






Photo: Anniemarijke van Drimmelen



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The latest challenger to the competitive luxury beauty market, Spanish fashion house Massimo Dutti has announced its own take on skincare. Made with a gender neutral philosophy in mind, and embracing the trend for sustainable skin and body care, the new range is based on four different fragrance themes. Each theme expands into a collection of perfumes, hand gels, hand creams, body lotions, and hand and body washes.