

BOURJOIS
PARIS



Introduces their **VINTAGE** COLLECTION of timeless little round pots

'Vintage style' are words on every fashionista's lips,
and the new Bourjois Vintage Collection is the ultimate
vintage style in a very well known little round pot.

To celebrate the history of the Little Round Pots of Joy, Bourjois have introduced a Vintage Collection, which consists of 8 little round pots ~ 5 eye shadows and 3 blushers.

Each little round pot is adorned with one of Bourjois' most exquisite and celebrated designs that appeared from the end of the 19th and early 20th centuries and were matched in colour to the shade of the powder inside.

There is also a **Vintage Collection Gift Set** which contains Blanc Diaphane Eye Shadow, Marron Glace Eye Shadow and a Rose D'or Blush.

The Gift set is only available from Priceline and Target stores.

Bourjois Vintage Collection
is available from Kmart, Target and selected Priceline stores from November 08

Bourjois single Blush Pot rrp \$20.00

Bourjois single Eyeshadow Pot rrp \$19.00

Bourjois Vintage Collection Gift Set rrp \$49.95



For further information on Bourjois or The Heat Group, please contact Fiona Keogh at Star PR & Events: fiona@starprandevents.com.au MOB: 0408 782 777
The Heat Group distributes leading cosmetic and accessory brands, Max Factor, Covergirl, Bourjois, Red Earth, Ulta3 and Elite and is recognised as one of Australia's most successful emerging companies. Founded in 2000, Heat prides itself on its unique company culture and sums this up in four words given to it by the Heat team: creative, dynamic, passionate, smart. To learn more about Heat go to www.heatgroup.com.au



Parisian Chic in a Little Round Pot...

Created as a niche brand in France in 1863, Bourjois currently sells over 3.5 million pots of blush per year, proving that a chic brand that is centuries old is still fashionable. Of course, the French have always been known for their chic style. The home of couture is also the home of beauty and it was in the late 19th century, and before the real explosion of fashion, that Parisian perfumer Alexander Napoleon Bourjois paved the way for beauty as we know it today.

For courtesans and actresses in the 19th century, make-up was just that - something to 'make up' your face for a performance. Worn by actresses and courtesans, it was rarely used by respectable women going about their day-to-day lives, it was a very different kind of make-up to what we know and use today. Greasy and thick, it was made from a variety of different fats and was both uncomfortable to use and no good for the skin.

Alexander Napoleon Bourjois wanted to change all that, and planned to develop a range of cosmetics for use in the theatre. He hit gold when he created the first ever 'dry' powder make-up for actresses to use on stage. A baked, coloured powder, the Bourjois Blush Pot was the world's very first powder blush. Called Rouge Fin de Theatre, it came in a gorgeous little round pot and for actresses in 1863 it was a miracle - easy to use and with a light natural finish that was a dream compared to the greasy fats that they were using before.

By 1879 the rest of Paris had caught on, and the Bourjois powder range was made available to all women. Presented in stylish cardboard pots, decorated with beautiful patterns and labelled as 'Fabrique Speciale pour la Beaute des dames,' the Bourjois Blush Pot became a must-have addition to every woman's dressing table.

By the early 20th century, there was a variety of Bourjois powders to choose from including the incredibly popular Rosette Brune. Nearly 100 years on, Rosette Brune - or Cendre de Rose Brune as it is now called - has become a cult classic, as popular now as it was when it was first introduced to Parisian society.

Over the years, the packaging has also developed and in 1914, the pots that contained the delicately rose scented powder were matched in colour to the shade of the powder inside. Incredibly popular, this design remained the same until the 1950s when the cardboard pots were replaced with a more modern material.

That wasn't the end of the Bourjois evolution. In the 1980s the range grew to include eye shadows, whilst the famous pot evolved to include a small mirror and pot sized applicators. Today, the original recipes for the blusher and eye shadow remain the same, although the recipe has been refined to give the powders a softer, smoother and more blendable colour. The eye shadows have also been adapted for different effects and you can now find pearl, iridescent, matte or saturated shades that can be used to give both a wet and dry look.

It's amazing to think that a brand created for actresses in 19th century Paris has evolved to become an iconic range that's still popular today. The small signature pots are so stylish and chic that they really are more of an accessory; an in-the-know secret that only the most stylish girls know. After all, vintage fashion may cost a fortune, but vintage style doesn't have to cost the earth.