

MERRY XMAS !

Advent Calendar to shop before stocks run out ...

FOCUS

The days when all you had to look forward to was a piece of chocolate each December morning are long gone.

Now, there's far more to get excited about, thanks to the **luxurious beauty** advent calendars available, offering a miniature beauty buy behind each paper window.

Through **original format, beautiful finishing**, brands play on lots of imagination to make this moment very **special, unique and suprising**.

It is a way also to increase awareness and let the consumer discover the products.

Estée Lauder

The beauty giant has launched its first-ever multi-brand advent calendar, featuring products from a multitude of the favourites brand; Bobbi Brown, Clinique, Michael Kors, Smashbox, MAC and more.



NYX

The calendar opens up **like a book** to reveal 24 lip-shaped graphics for each day of the month leading up to Christmas.



Asos

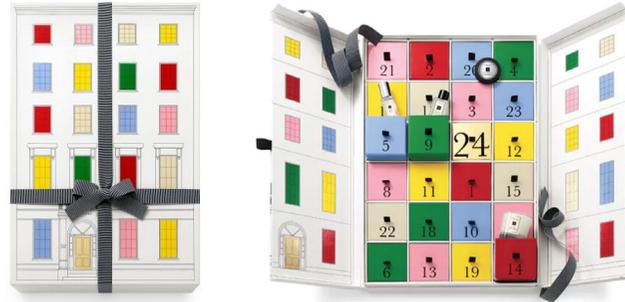
ASOS have returned this year with another **jam-packed beauty advent** calendar filled with its **best-selling cult products** from brands such as Starskin, 111Skin and Nip + Fab.

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Lookfantastic

The Beauty in **Wonderland** themed advent calendar is packed with nine full-sized products, 16 deluxe samples, 19 exclusive products, 13 skincare treats, three beauty tools and seven colour cosmetics.



JO Malone

Tucked away behind 24 doors is **miniature Jo Malone** colognes, candles and body creams.

Amazon

Amazon's first ever beauty advent calendar features **24 luxury and high-street beauty products** that feature in the best-seller section on the e-tailer's website.



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TO
THINK
FURTHER

- What about having your own 2018 advent calendar with limited editions to introduce new products?
- What about having a partnership with online shop and be part of a mix of products?