

FRAGRANCE

## Brand: Christian Lacroix

### Brand Positioning:

Premium fragrance for women and men who wear fragrance as an element of status and purchase designer fragrances. Christian Lacroix Rouge & Noir are the fragrances that allow you to experience the sophisticated and extravagant style of French couture designer Christian Lacroix.

### Brand History:

Avon's first designer fragrance, introduced in 2007.

### Your Target Customer:

For women who prefer floral fragrances and men who prefer woody fragrances.

### Hit Products:

Rouge for Her

Eau De Parfum, Body Lotion, Shower Gel

Noir for Him

Eau De Toilette, Aftershave Cream, Shower Gel

Rouge for Her



Noir for Him



Christian Lacroix  
PARFUMS  
for AVON