



## **Celebrity season theme**

Everyone is fascinated by their favourite celebrities. Again this theme can work well for a small gathering or even a bigger get together with perhaps fancy dress.

### **What do I need?**

- Drinks and nibbles
- Brochures, order forms, products, samples
  - o Since this get together theme is quite make-up focussed, make sure you have a selection of make-up products to show your guests. You don't need every product – remember once they have seen a few great products they will look favourably on all the products in the brochure. Also remember skincare and fragrance play a bit part in creating the whole look.
- Videos from the resources section ready to play either in the background or to follow along with your guests to learn lots of great new tips – this will encourage guests to buy! The Pixiwoo videos will be most useful here as they create the looks for loads of famous celebrities.
- Magazines and images of celebrities to inspire guests to try new things

### **What should I do?**

- Lay out your products so guests can easily touch and try.
- Use the tools at your disposal including the videos in the resources section – have your PC on so guests can look through the Pixiwoo videos and choose to follow and see how their favourite celebrity creates their look.
- Take photos of your guests after they've tried their favourite celebrity look – you can send these out afterwards to build long term relationships.
- If you want to play a party game, try one of the celebrity themed ones to really build up your celebrity style at the get together.

### **What do I need to tell guests beforehand?**

- Why not ask guests to tell you what celebrity look they would like to copy when they respond to your invite? You can then look through the Pixiwoo

videos and find a great look for them so they can watch it themselves and you can learn which products to recommend.