

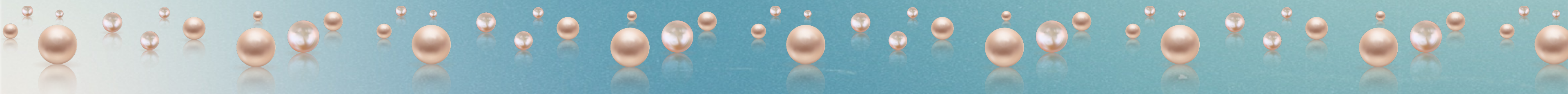
# CT Magic Water Cream x Tiffany & Co.





"...The only thing that does any good is to jump in a cab and go to Tiffany's. It calms me down right away, the quietness and the proud look of it; nothing very bad could happen to you there."

— Audrey Hepburn in *Breakfast at Tiffany's*





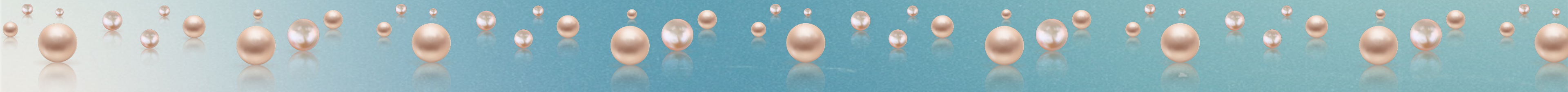
# THE IDEA

## THE MAGICAL FEELING AND IDEA THAT IS TIFANY'S

- Tiffany & Co. is an iconic jewelry brand that promotes quiet luxury.
- Recently they opened their brand new flagship store in NYC along with their Blue Box Cafe
- Now people can actually have breakfast at Tiffany's

## HOST AN INTIMATE BREAKFAST AT THE BLUE BOX CAFE

- Invite editors & influencers
- Showcase the product
- Reserve the entire restaurant or a few tables
- Have photo opportunities around the cafe with jumbo sized magic water cream





# Moodboard





# Beauty Editors



TAMIM  
ALNUWEIRI  
InStyle



KIANA  
MURDEN  
Vogue

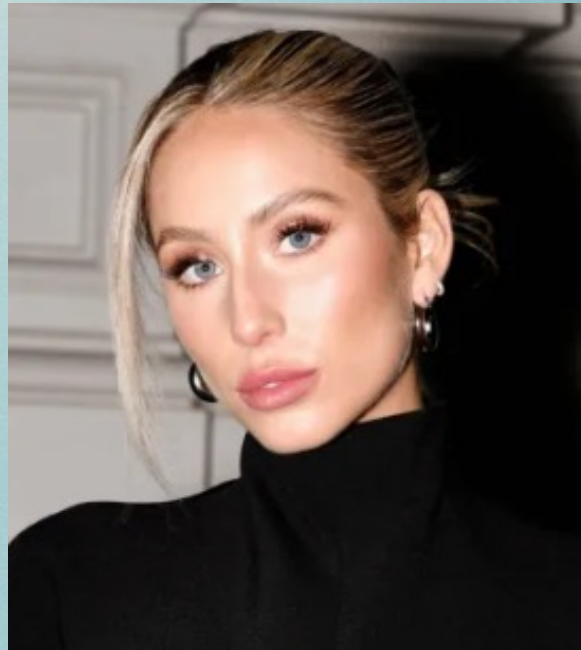


LAUREN  
BALSAMO  
Cosmopolitan



# Influencers

## BIG SKIN CARE GIRLS



ALIX EARL

Instagram: 2.9M

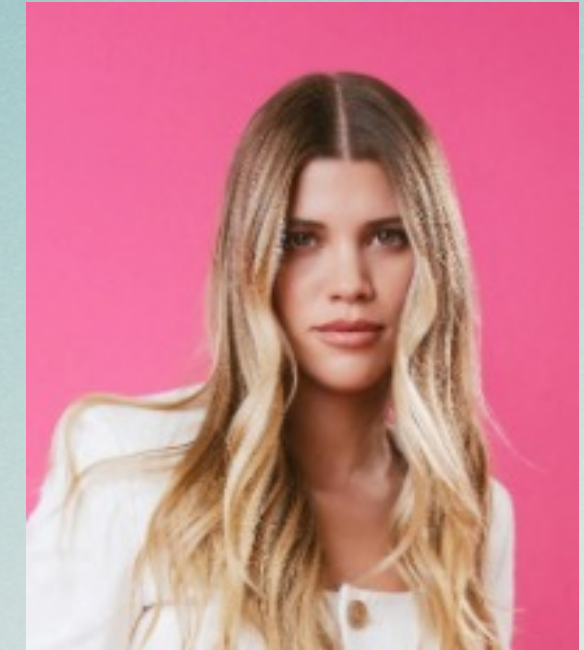
TikTok: 5.6M



HAILEY BIEBER

Instagram: 50M

TikTok: 11.1M



SOFIA RICHIE  
GRAINGE

Instagram: 11M

TikTok: 3.1M



# How it will look



Breakfast at the Blue  
Box Cafe



Photo opps in the  
flagship store

A 'clean girl' aesthetic for a 'magical cream



# Potential Headlines



CHARLOTTE TILBURY DID IT AGAIN!

Turned their award-winning magic cream into a hydrating, weightless water cream.



CHARLOTTE TILBURY'S AWARD-WINNING MAGIC CREAM JUST GOT BETTER!

Now CT offers a Magic Water Cream with clinically proven results.



# Results

KPI

Market Penetration and  
Market Share

KPI

Customer Engagement and  
Awareness

KPI

Sales and  
Revenue



Thank you!

