



Hello Kitty

Hello Kitty perfume, top seller brand of the children market, presents two new sets for travel retail.

« Hello Kitty shopping in Paris »

Launch date

May 2010.

Region where available :

Europe, Asia.

Target consumer :

Girls from 4 to young women.



A trendy and retro mini perfume set including a 30 ml eau de toilette and a money purse.

« Hello Kitty Love card »

Launch date

February 2010.

Region where available :

Europe, Asia.

Target consumer :

Girls from 4 to young women.

A cute and girly travel perfume set including an exclusive cosmetic purse and a 60 ml eau de toilette.



About Hello Kitty alcohol-free perfume line

Hello Kitty is a gourmand, fruity and impertinent hypoallergenic eau de toilette that revisits the code of a girl's universe in the Hello Kitty way ! It has already earned the keen support from the international public and selective beauty retailers.

Hello Kitty perfume line won the prestigious « Best Kid perfume award » of the year. The judges of the Oscars Cosmetique Mag showed their highly appreciation for Hello Kitty perfume in terms of its fragrance, design and product quality.

Hello Kitty perfume line is manufactured in France under licence of Sanrio. It is available in various contains and sets.



About the editor

Koto Parfums is a french company specialized in the creation and development of perfume lines for children. To this day, the company operates the Hello Kitty license and is a franchisee of “The Magic Roundabout” and “Arthur and the minimoys” films.

In few years, Koto Parfums has become one of the major actor of the kid perfume business worldwide. Koto established its reputation for creativity and quality and is determined to continue in the same vein and innovate with each new product line.

CONTACT INFORMATION :

For further details, please book an appointment for a presentation and a meeting with our team at **SUNTEC** on the stand **M2**

Contact : Olivier Mariotti / omariotti@kotoparfums.com
For press enquiries, please contact Romain Belloni / rbelloni@kotoparfums.com