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TRAVEL RETAIL



# HELLO KITTY

W O M A N

Hello Kitty, the trendy and fashionable brand for young women presents

**Launch date**

April 2010.

**Region where available :**

Europe, Asia.

**Target consumer :**

Young women from 18 to 35 years old.

## « Hello Kitty Woman, perfume set »

A distinctive set including  
an exclusive Hello Kitty « bow » necklace  
and a 50 ml eau de toilette.



**Launch date**

March 2010.

**Region where available :**

Europe, Asia.

**Target consumer :**

Young women from 18 to 35 years old.



## « Hello Kitty Woman Passion Red »

A red dress limited edition of Hello Kitty Woman  
eau de toilette 50 ml.

### About Hello Kitty Woman perfume line

Launched in fall 2009, « Woman » is the first high-end Hello Kitty perfume line dedicated to women from 18-35 old. Koto Parfums has chosen to create a high positioning perfume with a simple but yet classy design of balanced and harmonious shapes, paying close attention to details and using luxury materials.

Hello Kitty Woman perfume line is manufactured in France under licence of Sanrio.



## 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 minimoy” 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**

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