

**FROM LOUISA COINTREAU
TO LAETITIA CASTA**





THE FIRST WEBISODE HIGHLIGHTING THE CREATIVE PARTNERSHIP BETWEEN COINTREAU AND LAETITIA CASTA

Conceived and presented by: Laetitia Casta

Directed by: Laure Flammarion

Produced by: Marine Dorfmann (Irène Production)

In collaboration with: Eugénie Poumaillou

See more on YouTube : youtube.com/cointreauofficiel

The creative partnership announced on 27 January in the Orangerie Museum – in the heart of Paris and at the height of Paris Fashion Week – has now burst onto the digital stage. This first webisode pays tribute both to the rich heritage passed down by Louisa Cointreau and the arrival of Laetitia Casta as Cointreau’s new Creative Director.

During initial interviews surrounding the new partnership, Laetitia Casta stated that the first piece would represent homage to La Maison Cointreau and its first lady. She hoped to raise awareness of pivotal moments within the Maison’s history in all four corners of the globe. From crafting the precious elixir itself to devising avant-garde brand communications with celebrated artists such as the Lumière brothers, Tamagno, Jean Adrien Mercier, Loupot and more. She decided to focus on Louisa Cointreau, shining a spotlight on her actions, ambitions, commitments and vision: to help women achieve their dreams, dare to be themselves and be free. This meant women thinking freely, expressing themselves, being creative and putting their own twist on life, just as they do with their favourite cocktail.

“It was important for me to showcase the Cointreau archives, which are an exceptional treasure trove. Rare and precious nuggets abound, such as the world’s first motion-picture advert, devised by the Lumière brothers. There are also magnificent posters of the Cointreau Parisienne – the Maison’s inspired and inspiring muse. Above all the archives feature one unique woman: Louisa Cointreau. As the Maison’s first lady, Cointreau would not be what it is today without her influence. Always acting behind the scenes, her life story is all the more incredible because she forged her own path. She opened a hospital for wounded soldiers during the First World War and cared for her female employees by pioneering annual bonuses. She also served as the President of the Union des Femmes de France (French women’s association) and organised the Cointreau Creative Society, holding her own as she supported artists and other strong personalities. Louisa was so well-admired that she even won France’s highest honour, the Légion d’Honneur, in 1929. I felt duty-bound to tell her story, and the unique story of Cointreau. Her mission is now my own. It has been transferred to me. Unequivocally. In partnership with Cointreau I want to encourage women to explore their own creativity. To dream, dare and create – these are the key elements of an adventure that we are setting in motion around the world.” – Comments by Laetitia Casta.



THE FIRST COINTREAU WEBISODE: A MASTERPIECE FOR WOMEN, BY WOMEN

Laetitia Casta hand-picked women who share her values: Laure Flammarion, Marine Dorfmann, Eugénie Poumaillou. Each one embraced this adventure with talent, passion and enthusiasm.

Laetitia Casta chose Laure Flammarion to direct the first webisode. Laure is a true Cointreau woman, who prefers to live her dreams rather than dream her way through life. As a writer, director and gallery owner, Laure Flammarion uses her creativity to find fulfilment. *“This was a delicious challenge to sink my teeth into: unveiling Cointreau’s rich heritage, celebrating Louisa Cointreau and passing the baton to Laetitia Casta as she takes on the mantle of Creative Director and announces the mission she is continuing — or maybe we should say restarting? The story centres on women, personalities and the blend of values such as authenticity, elegance and the Cointreau twist that set the Maison apart. It is that hint of je ne sais quoi that reveals a whole world of audacity. Cointreau is the pinnacle of Parisian zest and I am delighted to be a part of this creative adventure.”* — Comments from Laure Flammarion.

Marine Dorfmann, who produced this webisode and those yet to be released, was the next woman to be chosen by Cointreau and Laetitia Casta. Marine — who is always on the go — immediately seized this opportunity: *“The project is an incredible fusion of ideas, and that is just how I like it. I committed to this adventure from the start and it is brightening up my life like a dash of Cointreau brings life to a cocktail. This webisode bodes well for a magnificent partnership”*.

Eugénie Poumaillou has been partnering with Cointreau for over a year. Eugénie agreed to a collaboration with Cointreau that would require her to set off in search of lost archives. She did so even before discovering that her own grandparents were close to the Cointreau family on their estate in the Angevin region of France, in the heart of the Loire Valley. Her advice proved invaluable for the webisode. *“In fact, Cointreau and I have a long history together, full of little happy moments. It is a story sewn together with creativity and elegance, just like that of the Maison itself”*, adds Eugénie Poumaillou.



THE FIRST COINTREAU WEBISODE: THE FOUNDATIONS OF A CREATIVE ODYSSEY

This webisode is a chance for Laetitia Casta to lay out the foundations and values underpinning a programme that will be unveiled in spring 2015. It was devised with a view that allows men and women to give free reign to their creativity. It is an adventure that invites you to embark on your own, finding refreshing experiences and personal fulfilment along the way. Life is like a cocktail – it is up to each of us to put our own twist on it.

The coming months will see creative collaborations with inspiring women from different backgrounds and fields. Each will bring certain aspects of the Cointreau archives to the fore and write new pages in the archives of tomorrow. This odyssey is open to anyone who seeks it. To follow events as they unfold, simply register at www.cointreau.com and wait for experiences that are as zesty as any Cointreau Fizz. From Louisa Cointreau to Laetitia Casta – as well as sharing initials, these women are part of the fabric of the living legend that has made Cointreau a true icon.





COINTREAU

Today, Cointreau pulsates, crackles and buzzes to the rhythm of the Cointreau Fizz and the Cointreau Rickey. It is a naturally elegant cocktail that can be twisted to taste. Cointreau, fresh lime juice and a fountain of sparkling water: a simple recipe for infinite enjoyment. It may just be one cocktail, but the variations are endless. A hint of raspberry, cucumber, basil, seasonal fruits, vegetables or spices – everyone can create their own version. Each individual can tailor the cocktail that makes them happy, according to their tastes. These are spontaneous cocktails, designed to be shared. They are an expression of creativity and a taste of freedom...

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