



**RIMMEL LONDON ANNOUNCES
CARA DELEVINGNE
AS NEW BRAND AMBASSADOR**

London, April 13th, 2016 - Today, Rimmel London announces an exciting new addition to its portfolio of brand ambassadors. Multi-talented British model and actress CARA DELEVINGNE is joining the Rimmel London family. The London born 23 year old will star in a range of advertising campaigns for the cutting-edge colour brand.

Famed for her strong look and trend-setting style, Cara is a natural choice to represent Rimmel London. In addition to her phenomenal success as a model, she is a gifted actress with a brilliant career ahead of her as well as an inspiring young woman with an extensive fan base with over 36 million followers on social media platforms.

Talking about her new partnership with Rimmel London, Cara comments: "I'm honoured to be working with Rimmel London. It's the first make-up brand I was introduced to as a teenager. I'm a London girl through and through and Rimmel London truly captures and represents the city's edgy, cosmopolitan beauty styles."

Johanna Bussinelli, Chief Marketing Officer of Colour Cosmetics at Coty, says: "Cara Delevingne is the perfect embodiment of the trend-setting Rimmel London brand and its edgy, streetwise personality. With her bold, modern look, fierce fashion sense and confident stance that true beauty comes from within, Cara is globally admired for her individuality and self-expression. She will be a powerful addition to the brand, inspiring a new generation of women and showcasing a different facet of the eclectic London look."

Montse Passolas, Vice President of Global Marketing at Rimmel London, adds: "Cara Delevingne's striking look and unique sense of style mean she's the personification of Rimmel London cool. With her prodigious talents and fearless spirit, she's a true inspiration to young women everywhere. Cara also has a huge online presence and social media following, through which Rimmel London can reach out and talk to our core consumers. She is an iconic British ambassador and a fantastic partner for the brand."

To celebrate this exciting and exceptional partnership, Rimmel London will announce the news about Cara Delevingne in a ground-breaking way: in its first-ever Global Snapchat Press Conference, which will allow loyal Rimmel London fans and followers a unique opportunity to interact with the new face of the brand. In GEN Z-style, consumers will become journalists for one day with the chance to pose their burning questions to Cara on **#RimmelxCara**. The Press Conference will be held on **15th April 2016**, with Cara selecting her favourite questions from the public and answering them LIVE on Snapchat.

For More Information:

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About Cara Delevingne

Cara Delevingne is one of the most recognizable faces in the world. In addition to her huge successes in fashion, she has a burgeoning and exciting acting career. She is also an influential voice in the world of social media, amassing over ten million followers to her Instagram.

In 2012, Delevingne made her film debut in Joe Wright's "Anna Karenina" alongside Keira Knightley.

Upcoming, she has DC Comics' "Suicide Squad" set to be released August 5, 2016 and Luc Besson's "Valérian and the City of a Thousand Planets" in 2017.

Previously, Delevingne can be seen in "Paper Towns" opposite Nat Wolff, Michael Winterbottom's "The Face of an Angel", which premiered at the Toronto Film Festival last September, starring Kate Beckinsale and Daniel Bruhl, Joe Wright's "Pan" starring Hugh Jackman, Amanda Seyfried, Rooney Mara and Garrett Hedland, Matthew Cullen's "London Fields" with Billy Bob Thornton, Jim Sturgess, Amber Heard and Johnny Depp, Chris Foggins' "Kids in Love" opposite Will Poulter, Alma Jodorowsky and Sebastien de Souza and Justin Chadwick's "Tulip Fever" alongside Judi Dench, Christoph Waltz and Jack O'Connell.

With her true British style, classic beauty and inimitable attitude, Cara's rise has been meteoric. She has been the face of Burberry advertising for several seasons, working with famous photographer Mario Testino, and starring with actor Eddie Redmayne, Jourdan Dunn and Edie Campbell.

Her personal interests include music - Cara is an accomplished singer and drummer, and she also has a passion for craft, technology and design.

About Coty Inc.

Coty is a leading global beauty company with net revenues of \$4.4 billion for the fiscal year ended June 30, 2015. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories. Coty's product offerings include such power brands as adidas, Calvin Klein, Chloé, DAVIDOFF, Marc Jacobs, OPI, philosophy, Playboy, Rimmel London and Sally Hansen.

For additional information about Coty Inc., please visit www.coty.com.