

COTY ANNOUNCES DREE HEMINGWAY AS THE NEW FACE OF THE CHLOE SIGNATURE FRAGRANCE



Paris, May 6th. Coty is proud to present Dree Hemingway as the face of the new Chloé fragrance advertising campaign, to be unveiled this coming September. She follows Clémence Poésy, Chloë Sevigny, Anja Rubik and Suvi Koponen, the previous campaign stars of Chloé Eau de Parfum.

International actress and model, Dree perfectly embodies the universal values of Chloé: modernity, natural femininity, free-spiritedness and independence. She is the epitome of effortless. Her universal appeal stems from a unique sense of elegance and urban attitude.

To view the Multimedia News Release, please click:

<http://www.multivu.com/players/English/7506251-dree-hemingway-chloe-signature>

Trained in classical Shakespearean acting at RADA, Royal Academy of Dramatic Art in London, Hemingway's first notable role was in *Starlet* (2012), followed by other credits that include *Nous York* and *Someday This Pain Will Be Useful to You*. Dree has recently finished filming *People Garden's* by Nadia Litz while her 2 latest movies, *While We're Young* by Noah Baumbach and *Happy People* by Logan Sandler are coming soon to theatres.

"I am very honored to be the new face of Chloé. It is a brand that has been part of my life for a long time; it brings up a lot of memories for me. I am looking forward to continuing my story with Chloé into the world of fragrance", says Dree Hemingway.

Dree Hemingway made a catwalk appearance at the last Chloé runway in March 2015 in Paris. "She completely embodies the Chloé girl's spirit and attitude. Her radiant beauty and personality express everything I wanted to convey with the fragrance. It is her incredible ability to be elegant, nonchalant and spontaneous all at once that is both modern and charming", notes Clare Waight Keller, Chloé's creative director.



“The fragrance was launched 7 years ago and immediately captured the essence of the Chloé girl, making it one of the most emblematic icons of Chloé creations alongside the fashion collections of ready-to-wear, bags, shoes and eyewear. We are very proud to collaborate with Coty and to welcome Dree to the Chloé family”, adds Geoffroy de la Bourdonnaye, Chloé’s President.

“Over the last 7 years of continued success, we have created beautiful iconic fragrance advertising campaigns portraying the Chloé girl in a contemporary vision of femininity. Today, thanks to Dree’s inspiring personality, we aim to speak to the millions of Chloé followers everywhere” said Steve Mormoris, Chief Marketing Officer Fragrances at Coty.

The new advertising campaign will be revealed worldwide in September 2015.

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About Coty Inc.

Coty is a leading global beauty company with net revenues of \$4.6 billion for the fiscal year ended June 30, 2014. 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 global brands as **adidas, Calvin Klein, Chloé, Davidoff, Marc Jacobs, OPI, philosophy, Playboy, Rimmel** and **Sally Hansen**.