



RIMMEL LONDON LAUNCHES THE LONDON LOOK INTERNATIONAL CONTEST WITH RITA ORA

Calling all make-up artists, bloggers and vloggers! Rimmel London wants to discover your coolest, most cutting-edge #LondonLook for a chance to be the next big name in beauty.

The fashion-forward make-up brand is launching a global search to find the freshest new faces in beauty vlogging: **The London Look International Contest With Rita Ora.** Hosted by celebrated singer-songwriter and Rimmel ambassador Rita Ora, this worldwide hunt is set to unearth amazing beauty talents and help propel them to stardom. The most exciting and gifted could find far-reaching fame as a Rimmel online advocate, taking the London Look to every corner of the earth.

From 21st December 2015, Rimmel London is inviting make-up addicts everywhere to reveal their vibrant personalities and make-up skills by creating their own London Look via video or picture. Entrants could win a once-in-a-lifetime experience - the opportunity to jet to London to meet Rita Ora and work with her team of Rimmel London experts in the YouTube Space, a state-of-the-art video production studio. Winners will use the latest YouTube technology to film the ultimate beauty tutorial. And if they impress Rimmel, they could become a global Rimmel ambassador, continually creating new online content for the brand. Celebrity status beckons!

Camillo Pane, Coty Chief Growth and Digital Officer, comments: *"We're very proud of the London Look International Contest because it gives Rimmel customers everywhere a fantastic chance to interact with the brand and show us their cutting-edge creativity. It's an opportunity no beauty blogger or vlogger will want to miss. The contest is a great example of how Coty is strengthening its digital capabilities, with many exciting and innovative online initiatives to come."*

Interested? Entering is simple: create your best London-inspired make-up look and upload your video or picture on RimmelLondon.com, or follow Rimmel and tag your entry #LONDONLOOK on Instagram and Twitter. Experience in creating videos, pictures or vlogs isn't necessary, the judges are looking for original ideas, style and attitude.

Rimmel's Top Tips For Creating The Perfect Entry

Mix It Up: Look at what's been done before, try to be different and stand out from the crowd.

Have An Idea: Phone box red lip? London eyes? Create a fun theme and title to help viewers understand your #LondonLook.

Set The Stage: Find the perfect backdrop with everything you need at hand.

Lighting: Make sure your face is well lit so it's easy to see the details of your make-up creation.

Product: Let viewers know which Rimmel London products you are using so they try the look themselves.

Attitude: Be as descriptive as you can and show-off your fun side.

Edit: Cut out any mistakes or boring bits to make your video entry flow more smoothly.

The London Look International Contest with Rita Ora is open from 21st December 2015 until 22nd January 2016. For entry details and contest rules, log onto RimmelLondon.com.

For more information, samples or imagery, please contact COTY:

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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 and Sally Hansen.

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