

# MAYBELLINE<sup>®</sup> NEW YORK

PRESENTS

## TONY COHEN FALL / WINTER 2011

Cosmetics leader, Maybelline New York, steps into the trend-setting spotlight once again as the official make-up sponsor of the Amsterdam International Fashion Week.

“Season after season, Maybelline’s involvement in fashion grows stronger”, said Annemiek Gierveld, PR and Communications Manager Maybelline New York. “Today, Maybelline New York continues to push it to the next level as only the #1 make-up brand in the world can do. Maybelline New York is proud to present a collaboration with the international renowned Dutch fashion designer Tony Cohen. We look forward to bringing Tony Cohen’s Fall / Winter ’11 make-up look from the catwalk to the sidewalks.”

Tony Cohen is the only Dutch designer who brought his collections 5 times to the official show tents at Bryant Park during New York Fashion Week, but was never seen on the Dutch Runways. Maybelline New York is now bringing Tony Cohen to his hometown Amsterdam to show his Fall / Winter ’11 collection on the Amsterdam International Fashion Week Runways.

“The inspiration of this Fall / Winter ’11 collection is a combination of classical 60’s couture (Marc Bohan) and a journey through the architecture of the Guggenheim Museum Bilbao”, said Tony Cohen. “The shapes and lines of the pieces are evidently classical inspired but still have the organic feel of a flowing “movement”. It’s a contrast between structure and a “throw on” attitude which makes up an ultra wearable “technical” collection. The fabrics are mostly from Japanese High Tech Mills which clearly portray the architectural approach. The pallet is serious and dark with hints and highlights of copper and gold. The silhouette is body conscious and of an elongated nature.”

**Tony Cohen** started his similar named brand TONYCOHEN in 2005 and managed to make an impact. Five years later, he already did 5 New York Fashion Week Runway Shows. Currently, TONYCOHEN has a clientèle over 300 stores, department stores and boutiques worldwide. TONYCOHEN was immediately picked up by many international buyers such as Harvey Nichols, Bloomingdales, Barneys, Al Ostoura, Aishti, Belinda, various Japanese department stores and many more. Not to forget the TONYCOHEN Flagship stores on the P.C. Hoofstraat and 9 Alley’s.

*For more information, log onto [www.tony-cohen.nl](http://www.tony-cohen.nl)*

**Maybelline New York** is available in over 129 countries worldwide. As the official make-up sponsor of several International Fashion Weeks, among AIFW, Maybelline New York combines technologically advanced formula’s with on-trend expertise to create accessible cosmetics with a spirited style. Maybe she’s born with it, maybe it’s Maybelline.

*For more information, log onto [www.maybelline.nl](http://www.maybelline.nl) and [www.ilovemakeup.nl](http://www.ilovemakeup.nl).*

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