

# Interbrand

## CHIC with Interbrand

*Interbrand develops brand and packaging design for the new perfume " Betty Barclay CHIC"*

**Hamburg/Cologne** (25 May 2011) – Betty Barclay CHIC is synonymous with self-assured femininity and emotional sensuousness. Betty Barclay women are modern, self-confident, with an elegant sense of style and an appreciation for sophisticated simplicity. These characteristics are reflected in the brand and packaging design created by Interbrand Hamburg for the new Betty Barclay fragrance. The bottle itself exudes a sense of quality and value. It is unpretentious and devoid of elaborate decorative elements, yet expressive and classically feminine. Made of clear, weighty glass, it is soft and rounded, and embossed with the name of the radiant gold liquid inside: CHIC. The new perfume makes an elegant and contemporary impression.

The outer packaging relies on subdued colors – warm nuances of gold and cream dominate – to impart a high-class, discreetly sensuous look and feel. "Because the fragrance will primarily be distributed through self-service stores, we considered it important for the bottle and outer packaging to underscore the attractive characteristics of the perfume itself, thereby attracting customers' attention and setting the new fragrance apart from the competition as well as the other products in the Betty Barclay Fragrances line," said Ronald Bartikowski, creative director at Interbrand Hamburg.

The Betty Barclay Fragrances brand, owned by the company Mäurer & Wirtz, has been successful on the market for women's fragrances since 1992. Its image is modern and multi-faceted. With the new fragrance Betty Barclay CHIC, the company is expanding its range of "lifestyle" products, which was introduced in 2010 with the fragrance Betty Barclay pure style.

Betty Barclay CHIC has been available in stores as of the end of April 2011.

### **About Interbrand**

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit [www.interbrand.com](http://www.interbrand.com).

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