



 **RIMMEL**
LONDON



**LIVE THE
LONDON LOOK**

LONDON

9 - 11 November 2016

 **RIMMEL**
LONDON



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Dear _____

It is with greatest pleasure that we welcome you to London for Rimmel's invasion of Singapore! We are thrilled to take you through London's different boroughs to immerse in the unique culture each one has to offer - from the luxe sophistication of Chelsea to the funky vibrancy of Brixton. Needless to say, we are also excited for this opportunity to bring you face-to-face with Rimmel's newest brand ambassador, Cara Delevingne, today's epitome of rebellion and irreverence. More than anything, you will be able to get a taste of Rimmel's brand personality through this journey to experience the city's grime and glamour.

Let us begin Rimmel's chapter in Singapore with a bang and dress the country up with the colours of Rimmel!

#LiveTheLondonLook

Sincerely,
Coty Singapore



DAY 3

11 November 2016, Friday

South London: **Brixton**



ITINERARY

At 11.30 am, you will be picked up and brought to Pop Brixton, the home of a community of independent retailers, restaurants, street food startups and social enterprises. Lunch will be hosted at Donostia Social Club located within Pop Brixton. While you are there, you will get to see the vibrant markets that Brixton is best known for and soak in the borough's Caribbean influences. You will return to the hotel at 2.30 pm and driven to London Heathrow Airport at 5 pm for flight SQ321. If you are extending your trip, kindly make your own arrangements.



FASHION INSPIRATION

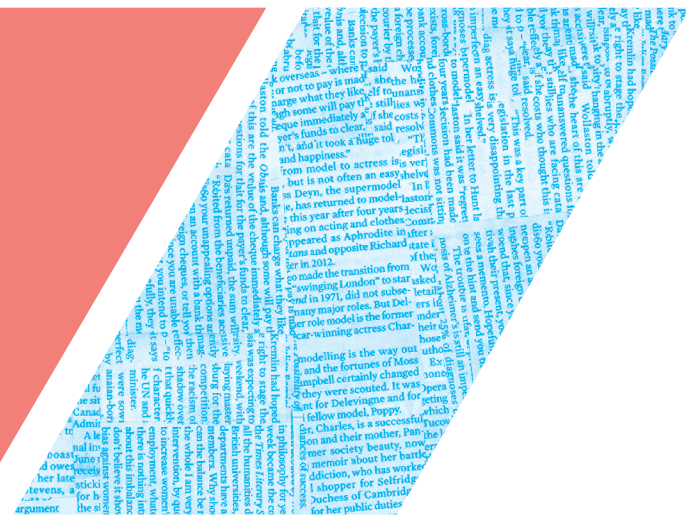


Weather Forecast

Partly cloudy with sunny intervals.
Avg hi 11°C
Avg lo 5°C



High Classy Street Funk



DAY 1

9 November 2016, Wednesday

West London: Chelsea**RIMMEL X CARA PRESS EVENT****ITINERARY**

Upon arrival in London, you will be picked up and brought to Ace London Shoreditch Hotel for check-in*. The day will begin with a lunch hosted by the Rimmel team. The Rimmel X Cara Press Event will commence shortly after lunch at Ace Hotel. Activities include special appearance by Cara Delevingne, Rimmel's latest ambassador and workshops by Kirstin Piggott, Global Makeup Artist and Adam Slee, Global Manicurist. In the evening at 6.30 pm, the event transitions into a Cocktail Party at Kachette. Cara Delevingne will be present at the party and musical acts by surprise guests will also be showcased. The event will end at 11 pm.

Weather Forecast

Partly cloudy with sunny intervals.
Avg hi 9°C
Avg lo 4°C

**FASHION INSPIRATION****Red Carpet Warrior****Rockstar Princess**

*Kindly note that all incidentals will not be covered

10 November 2016, Thursday

DAY 2**North London: Camden****East London: Hackney****ITINERARY**

Kickstart the morning in Hackney by exploring its hipster side through a Graffiti & Street Art Workshop. You will get to take home the canvas you have painted. Lunch will be hosted at Zigfrid Von Underbelly. In the afternoon, embark on a half-day tour including visits to House of Parliament, Buckingham Palace, Westminster Abbey and Big Ben. Dinner will be served at Number 90, a stunning canal-side bar and restaurant. You will return to the hotel at 10 pm.

FASHION INSPIRATION**Hipster Diva****Weather Forecast**

Partly cloudy with sunny intervals.
Avg hi 10°C
Avg lo 4°C

