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WWD FRIDAY

Beauty

Down to Earth

— Hermès is out to firmly plant its roots in the men's fragrance category with Terre d'Hermès, its first men's scent in eight years. The fragrance, which will be launched in March, could generate more than \$22 million in first-year retail sales volume worldwide. For more, see page 5.

THE MAKEUP SHOW NYC

SNIPPETS

MAKEUP MAVENS:

This spring, cosmetics enthusiasts will convene in NY for the Makeup Show NYC, a two-day trade show for professional makeup artists sponsored in part by **The Powder Group**, Warpaint Magazine and W Hotels. The event has attracted exhibitors such as **FACE atelier**, MAC, Stila and the Vancouver Film School. It will take place at the Metropolitan Pavilion May 14-15.

For more information, go to
www.makeupshow.com