

# AIR PARIS

NEW YORK PARIS SHANGHAI

WE ARE

**AIR PARIS**

**ALL PRACTICES**

A business minded approach to brand creation, development, repositioning and content creation.

**ALL PEOPLE**

A multi-cultural team of strategists, creatives, marketers, producers and developers.

**ALL PLACES**

A global network with offices in New York, Shanghai and Paris.

**ALL PROJECTS**

A diverse portfolio of global brands, challengers and disruptors.

# ALL PRACTICES

AGENCY  
CREATIVE  
FOCUS

# BRAND DEVELOPMENT

## NEW DISRUPTOR

New brand with an eye on emerging cultural, technological or behavioral opportunity, who need guidance to bring it to life.

# CONTENT CREATION

## GROWING COMPANY

New or existing brands that require steady stream of content across channels, who needs an agency partner to act as creator and guide.

BRAND  
INNOVATION  
DISRUPTION

BRAND  
MANAGEMENT  
GROWTH

# BRAND CREATION

## NEW BRAND

Grow a brand from scratch based on unmet need in the market, identifying white space and building from ground up.

# BRAND REPOSITIONING

## LEGACY INCUMBENT

Brands that have veered slightly off course and lost their relevance who need an agency partner to act as creator and guide.

AGENCY  
STRATEGY  
FOCUS

# NO BRAND IS TOO BIG OR TOO SMALL

We partner with each brand to create a tailored strategy and creative universe that tells its story with authenticity and relevance for today's market.

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## INDUSTRIES

BEAUTY

FRAGRANCES

FASHION

HEALTH

ACCESSORIES

JEWELRY

FINE FOODS

PREMIUM SPIRITS

HOSPITALITY

## SERVICES

STRATEGY & CONSULTING

CREATIVE DIRECTION

BRANDING & DESIGN

PACKAGING

FILM & VIDEO

DIGITAL STRATEGY

SOCIAL MEDIA

RETAIL SPACE, VM, POS

BRAND EXPERIENCE

## CONCEPT TERRITORY

The Concept  
Names  
The Positioning  
Product Specificity  
The Brand's Story  
and Storytelling  
The Scientific Approach  
of the Brand

## STRATEGY

Launch Strategy  
Activation  
Digital Strategy

## BRAND CODES

Logo  
Marks  
Colors  
Design  
Aesthetics  
Communication  
strategy  
In-Store  
Digital Design  
Classic Comm Design  
Visual and Audio  
Elements  
Brand Style Guide  
Merchandising  
Video Look and Feel

## PACKAGING

Letterhead  
Cards Design  
Invites  
Boxes  
Labels  
Collateral  
Primary Design  
Secondary Design  
Etc.

## CREATION

Creative  
and Production  
of Visual and Audio  
elements.  
Print  
Film  
Digital  
Social media  
In-Store  
VM  
Brochures  
Collateral  
etc.

## DIGITAL EXPERIENCE

Digital Content  
Website  
E-Commerce  
Social Media  
Activations  
Digital Media  
Partnerships

## BRAND ACTIVATIONS

Launch Strategy  
12-Month Marketing  
Plan  
Proposals for Launches.  
Seasonal Operations.  
Seasonal Activations.  
Special Editions.

## PRODUCTION

All production  
Print  
Film  
Digital  
Formula  
Development  
Product Development  
Production Plans

## DISTRIBUTION

Platform management (China)  
Channels of Distribution

## BRAND EXPERIENCE

Continued Consumer  
engagement and Content  
across all Platforms  
Evolution of Concept  
for Maintaining Relevance  
and Currency

**ALL PLACES**

A global network with offices in New York, Shanghai and Paris provides the agency with a competitive advantage in developing and creating relevant, highly targeted, territory-specific projects; while leveraging and applying progressive learnings, best practices and industry expertise to act as a pivotal strategic leader on the global stage.



# ALL PROJECTS

**BEAUTY**

ELIZABETH ARDEN  
AHAVA  
KORRES  
LA CHENAIE  
ESTEE LAUDER  
I COLONIALI  
MAYSU CHINA  
BIOTHERM  
CLARINS  
SALLY HANSEN  
OLIVIA  
CLE DE PEAU  
BIOTHERM HOMME  
LANCOME  
GUERLAIN  
ERBAVIVA  
OSIAO  
CERAVE  
SHISEIDO  
DR PIERRE RICAUD  
BIODERMA  
ARAMIS LAB SERIES  
INSTITUT ESTHEDERM  
MARIA GALLAND  
KIEHL'S

CLINIQUE  
MAC  
BOBBI BROWN  
REVIVE  
SiO BEAUTY  
YUE SAI CHINA  
LAURA GELLER  
OVANCE  
AROMATICS PAPOUTSANIS  
NATURA BRASIL  
SVR  
FILORGA  
AVON  
GAYA  
COMFORT ZONE  
Dr:AGE  
NURIA  
ORIGINS  
BEAUTY FIXER  
EMULSION  
BEEKMAN

**FOOD &  
BEVERAGE**

MEDITERRA NUTRITION  
INTERMED HERBOFIX  
INTERMED VITAFIX  
CAT CORA'S KITCHEN  
PAPADOPOULOS BISCUITS  
LENOTRE  
HEDIARD  
MASTIHA SHOP

**SPIRITS**

MOET ET CHANDON  
VEUVE CLICQUOT  
DOMAINE BARONS DE ROTHSCHILD  
ISIDOROS ARVANITIS DISTILLERIES  
COURVOISIER  
LOUIS XIII

**FASHION**

LONGCHAMP  
ERIC BOMPARD  
WANT LES ESSENTIELS  
DIOR  
PEUTEREY  
ELIE TAHARI  
MAISON MARIE SAINT PIERRE  
NIC + ZOE  
KENZO  
FRED LUNETTES  
MARITHE FRANCOIS GIRBAUD  
FALKE  
NAF NAF  
CANDIE'S  
ETRO  
DORMEUIL  
GIANFRANCO FERRE  
CELINE  
TARA JARMON  
OLLYGAN  
BURLINGTON  
TOI&MOI  
CELIO  
JACK ROGERS

**JEWELRY &  
WATCHES**

SWAROVSKI  
FOLLI FOLLIE  
LINKS OF LONDON  
RADO SWITZERLAND  
JOHN HARDY  
ZENITH

**HOTELS &  
RESORTS**

AMARA CYPRUS  
OMAN SAIL  
URBAN RESORTS HOTELS CHINA  
THE PUSHANG  
ARISTO DEVELOPERS

**FRAGRANCE**

ACQUA DI PARMA  
GUERLAIN  
KYLIE MINOGUE  
PLAYBOY  
DAVID BECKHAM  
HALLE BERRY  
GIORGIO ARMANI  
LANCOME  
CACHAREL  
DIOR  
MISS SIXTY  
GUESS  
JOOP!  
JUICY COUTURE  
KENZO  
SOLINOTES  
BOUCHERON  
LALIQUE  
BENTLEY FRAGRANCES  
SALVATORE FERRAGAMO  
CERRUTI 1881  
MAX MARA  
ISSEY MIYAKE  
ENRIQUE IGLESIAS  
JIL SANDER  
DOLCE & GABBANA  
TONINO LAMBORGHINI  
KATE MOSS  
HEIDI KLUM  
EMANUEL UNGARO  
VALENTINO  
NEST FRAGRANCES

**HAIR  
CARE**

FEKKAI  
FEKKAI THE ONE  
HAIR FLAIR

**PERSONAL  
CARE**

MUSTELA  
DETTOL (CHINA)  
DOVE (CHINA)  
LUX (CHINA)  
FUTURE METHOD

**CORPORATE**

GRUPE GHARLOIS  
SNAIDERO