



## Press Release

April 2014

### Possibly the Best Press Release Ever!

Charlotte Tilbury, the world renowned make-up artist, has launched her latest eye make-up collection 'Bigger, Brighter Eyes' in a video box presentation, designed, created and manufactured by Curtis Packaging.

Mallett, Sales Director at Curtis comments "Many months have been spent researching and developing a product that would fit with the quality that is expected from Curtis. We have created a unique system that allows four different videos which can be uploaded, complete with volume and a pause button. It allows the brand to engage with the consumer on a completely new thrilling level".



Charlotte Tilbury, the first to take advantage of this video presentation box, launched their latest range with a tutorial on how to create 'bigger, brighter eyes'. This elegant box reflects the sophistication of the products inside. The surprise to the consumer is when you open the lid the video begins to play the tutorial given by Charlotte Tilbury herself.

This video presentation box has been specifically designed and produced by Curtis and can be adapted for use on almost any product. We pride ourselves on our ability to produce innovative yet stunning packaging whilst keeping with our environmental policies and credentials.

Note:

With a history going back over 70 years, in recent times Curtis has taken on the mantle to lead the way in environmentally sustainable materials and production methods working towards their goal of packaging that doesn't cost the earth. Clients include many of the leading beauty brands including Boots, L'Oreal, Nivea, Soap and Glory, Neal's Yard and many third party contract manufacturers.

For further information please contact:

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