

Coty chooses Atmosphere PR for its fragrance and cosmetic brands

Indigo Cosmetics Licence Division, which manages several high profile international cosmetics, toiletries and fragrance brands, has appointed Atmosphere PR to manage all its publicity and promotions.

The PR account will entail the management of more than 15 brands including some well-known international brands such as Rimmel, Adidas, Elancyl and Nailene as well as international Coty fragrances such as Exclamation and Gravity. Other leading fragrance brands include that of celebrities Celine Dion and Isabella Rossellini.

Atmosphere is the PR division of King James Advertising and has offices in both Cape Town and Johannesburg.

The Atmosphere team under Account Director, Sandy Dobrin, will handle the brand PR for: Rimmel; Adidas fragrances and personal care products; Celine Dion and Isabella's fragrances; Nailene; Elancyl; Exclamation; Gravity; East West; Whisper; Toujours; L'Aimant; Vanilla Fields; American Original; Royal Secret; The Way you Look Tonight; Cutex; Blue Stratos; Barbie; Barney; Spiderman and Pierre Cardin.

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