

Because you're worth it.

L'ORÉAL PARIS

**Press
Release**
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INES DE LA FRESSANGE

NEW GLOBAL SPOKESPERSON OF L'ORÉAL PARIS

First French model to achieve international renown, Madame Ines de la Fressange is the embodiment of Parisian elegance and a symbol of timeless French chic, with personality and style that transcend fashion. She is now joining the large family of Ambassadors for L'Oréal Paris.

«Ines de la Fressange, our new L'Oréal Paris spokeswoman, has divine grace, that very contemporary way of being a woman, at once free, unexpected and mesmerising. An accomplished model, mother and designer, she leads a full life. I am delighted that she is bringing that irresistible 'je ne sais quoi' to the brand», says Cyril Chapuy, Global Brand President of L'Oréal Paris.

«I am very pleased to work with L'Oréal Paris. Beauty is a real source of freedom. I believe in the slogan «Because we're worth it!» I love those words, which are still perfectly relevant today», says Ines de la Fressange, the new L'Oréal Paris Ambassador.

She started her modelling career when she was 17. It wasn't long before she took part in fashion shows for the greatest designers, in particular Kenzo, Jean-Paul Gaultier and Christian Lacroix. The new L'Oréal Paris spokeswoman became Karl Lagerfeld's muse at Chanel for several years, which let the whole world discover her unique style as she became the most famous model in the world.

In 1991 she created her own brand, «Ines de la Fressange», and a store on the avenue Montaigne, which was very successful in France, the USA and Japan.

Since 2003, she has made an active contribution to relaunch the luxury Roger Vivier brand as consultant and Brand Ambassador.

In 2008, for her 50th birthday, she appeared on the cover of ELLE France.

The extremely active mother of two daughters, new L'Oréal Paris Ambassador Ines de la Fressange has just published her already cult guide «Parisian Chic», in which she reveals her most secret spots, beauty recipes and other timeless tips to get that effortless chic for which she has become an international symbol.

She will now join the ranks of the L'Oréal Paris Spokespersons alongside in particular Beyoncé Knowles, Rachel Weisz, Gwen Stefani, Freida Pinto, Aimee Mullins, Jennifer Lopez, Andie MacDowell, Laetitia Casta, Aishwarya Rai and Gerard Butler.