

Women's Wear Daily • The Retailers' Daily News • January 5, 2007 • \$2.00

WWD

All Grown Up

Mattel and MAC Cosmetics are bringing new meaning to the phrase all dolled up. The two have teamed up to create a Barbie-themed color cosmetics collection and a MAC-themed Barbie doll, both to be marketed to adult women beginning Feb. 13. Sources estimate that the products will rack up sales of \$8 million to \$9 million at retail in North America in the collection's two-month life span. For more, see page 6.

Hampton Sun's new Privet Bloom fragrance.



HAMPTON BOTTLES IT UP: Skin and sun care company Hampton Sun, known for its tanning oils, gels, lotions, after-sun moisturizers and shimmer bronze creams, is breaking into the fragrance market in March with the launch of Privet Bloom. Developed with manufacturer Ungerer & Co., the floral fragrance is designed to capture the essence of the Hamptons in a bottle. Ranging in price from \$49.50 for a 1.7-oz. eau de parfum to \$65 for an eau de toilette, Privet Bloom is composed of top notes of lemon verbena and bergamot, middle notes of white hyacinth petals and bottom notes of sea grass and cucumber. By March, the fragrance will be sold in about 50 doors including Fred Segal and the Ritz-Carlton properties and, in April, will launch at Henri Bendel.