

COSABELLA®



INSPIRED BY  
A STARZ ORIGINAL SERIES  
MAGIC CITY



## INTRODUCTION

Cosabella and the STARZ original series, *Magic City*, are heating things up with the COSABELLA inspired by *Magic City* collection. The Cosabella exclusive capsule of sexy and sumptuous lingerie is a nod to 1950's fashion inspired by the dangerous and decadent Miami based series set in 1959.

The show first premiered in 2012 and was quickly renewed for a second season which is premiering Friday, June 14th at 9pm ET/PR on STARZ. The collection will leverage the strength of both brands to cross-promote season two of *Magic City* and showcase vintage lingerie styles with a modern and functional take from Cosabella.

Inspired by *Magic City*'s vintage styles, luscious fabrics and rich hues, Cosabella's Fall-Holiday 2013 Collection captures the quintessential 1950's woman. She is at the cusp of a transition as she begins to embrace her power. Independent and confident, she knows what she wants and she is no longer afraid to use her tantalizing prowess to achieve it. The collection includes classic pieces adorned with romantic lace in a luxurious assortment of deep jewel tones. Designs made to celebrate the silhouette of a woman's body in vivid colors paying homage to the vibrant Miami/Latin culture. Shimmering gold, mineral and copper coin create a sleek metallic finish to complete the gemstone palette.

The campaign features The Judi, The Vera, The Lily, The Mercedes and The Meg from Cosabella's exclusive collection inspired by the STARZ original series, *Magic City*, shot on the corresponding set for each of the five leading characters. Cosabella created character profiles describing the essence to be captured in each image.

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**MAGIC CITY**





SET

CHARACTER AURA

KEY WORD

DELIVERY

Atlantis Lounge

bombshell, fearless

seductress

5/15-6/15

THE JUDI

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SET

CHARACTER AURA

KEY WORD

DELIVERY

Owner's Suite

loyal, exotic, glamorous,  
sophisticated

glamour

6/15-7/15

THE VERA

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SET

CHARACTER AURA

KEY WORD

DELIVERY

Suite

naive, sweet, innocent

innocence & sweetness

8/15-9/15

THE MERCEDES

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SET

CHARACTER AURA

KEY WORD

DELIVERY

Lily's Bedroom

sultry, dangerous, daring

daring

8/15-9/15

THE LILY

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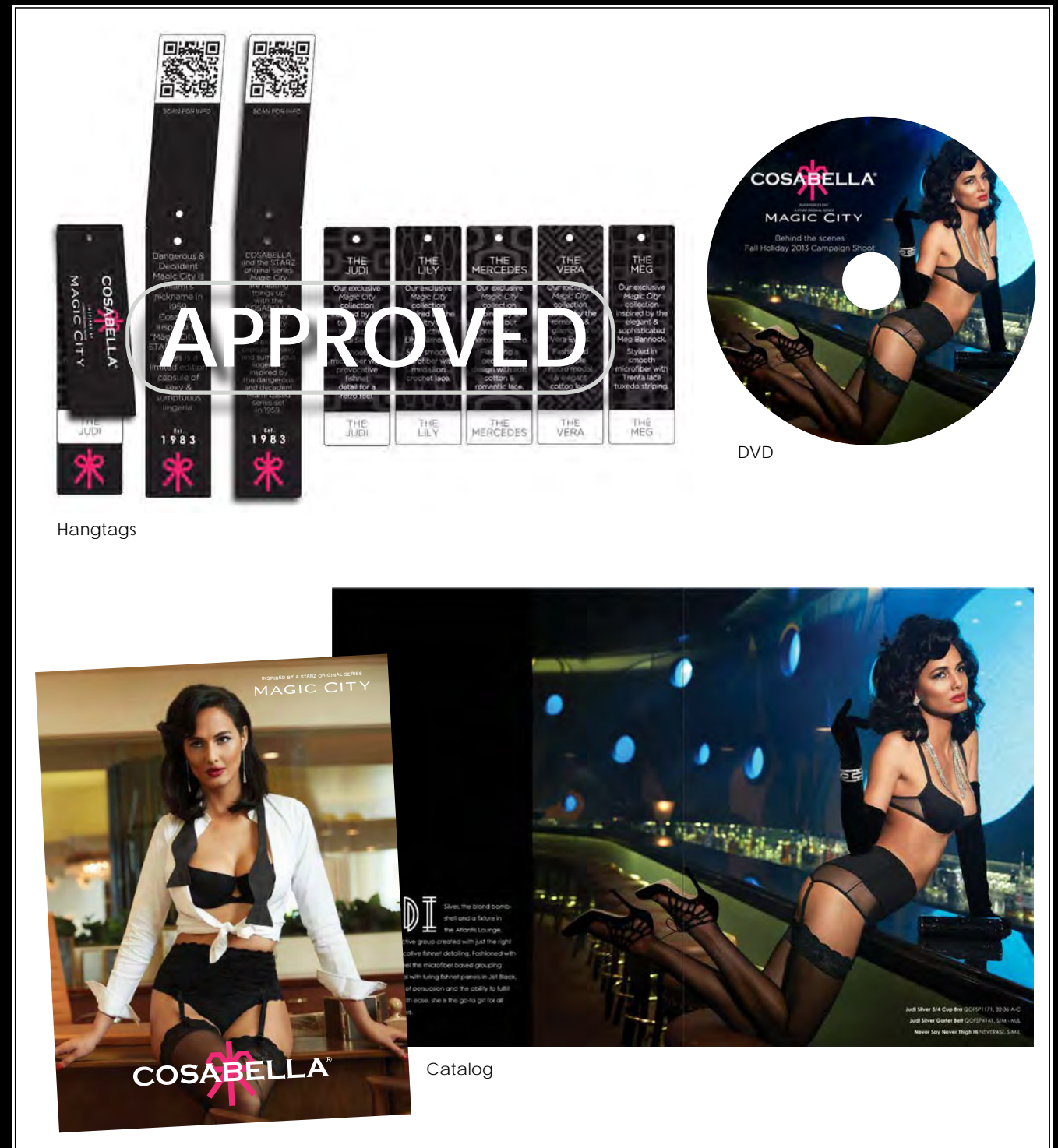


SET	CHARACTER AURA	KEY WORD	DELIVERY
Miramar Playa lobby	classic, conservative, elegant, powerful, social light, proper, well-traveled	elegance	9/15-10/15



# COLLATERAL THROUGHOUT CAMPAIGN

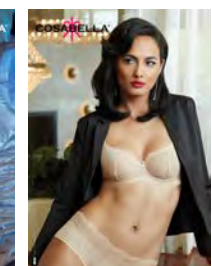
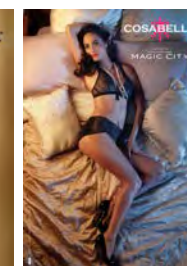
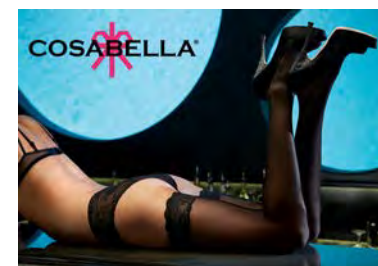
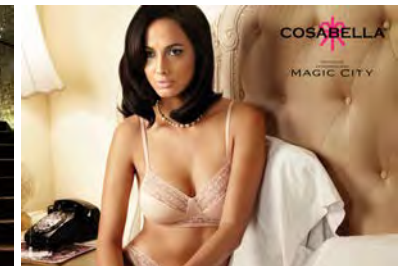
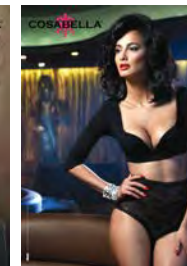
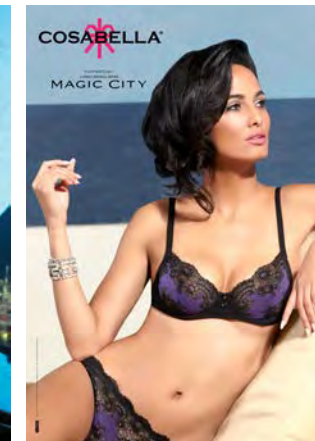
- **Hangtags:** Cosabella inspired by *Magic City* collections will feature limited edition hang tags to educate the customer on the STARZ Original television series and the leading lady that inspired each collection. Each hang tag includes three parts: 1) Exterior Foldover with information about the period 2) Interior Insert with character specific information 3) Cosabella 30 years of Color Stand Alone Tag.
  - **Magic City Catalog:** Taking elements from each character aura/setting to create finishes for the collateral (lavish, patterned, metallic, etc.)
    - \* Updating images which have been approved for final use
  - **DVDs:** Cosabella created an exclusive behind the scenes video on set of the *Magic City* campaign photoshoot. A DVD with this video footage will be distributed to customers along with any other marketing materials. The video will be featured on the Cosabella website, YouTube Channel, and Facebook page, as well as shown in Cosabella Flagship stores, and boutiques.
- \*Will be distributed to all stores.





## COLLATERAL THROUGHOUT CAMPAIGN

- **Counter Cards:** Cosabella created one counter card for each grouping in Cosabella's exclusive collection inspired by the STARZ original series, Magic City. Counter cards will be rolled out with the launch of each collection. Boutiques and Cosabella flagship stores will be instructed to display the counter cards within close proximity to the register on top of the sales counter. For the weeks leading up to the Season 2 Premiere of Magic City, The Judi counter card with tune in messaging will be distributed to all flagship stores and boutiques who purchased The Judi group in the month of May.





# IN STORE

- Tune In postcards leading up to the Season 2 Premiere – Made to look like 1950's postcard.
- *Magic City* Catalog with all campaign images to be used in stores throughout the campaign.

## JUNE – Judi Silver Rollout

- Tune In Postcard with The Judi Call to Action distributed with every purchase.
- The Judi Campaign Image Counter Card.
- Flagship Store Takeover:
  - Vinyl clings of the Atlantis Lounge as a backdrop to the product.
  - Taylor made to each Cosabella Flagship store.
  - Window Clings - Frame the window using *Magic City* patterns unique to The Judi. **\*Note: We have included a window cling which will be 30.5 x 15.5 on the windows in all 3 flagship stores**
- Department Store Display:
  - Mannequin featuring The Judi styles.
  - Framed stand with The Judi picture and info to educate consumer.
  - Product laid out on tables and t-stands surrounding.



Postcards



Counter cards



Vignette



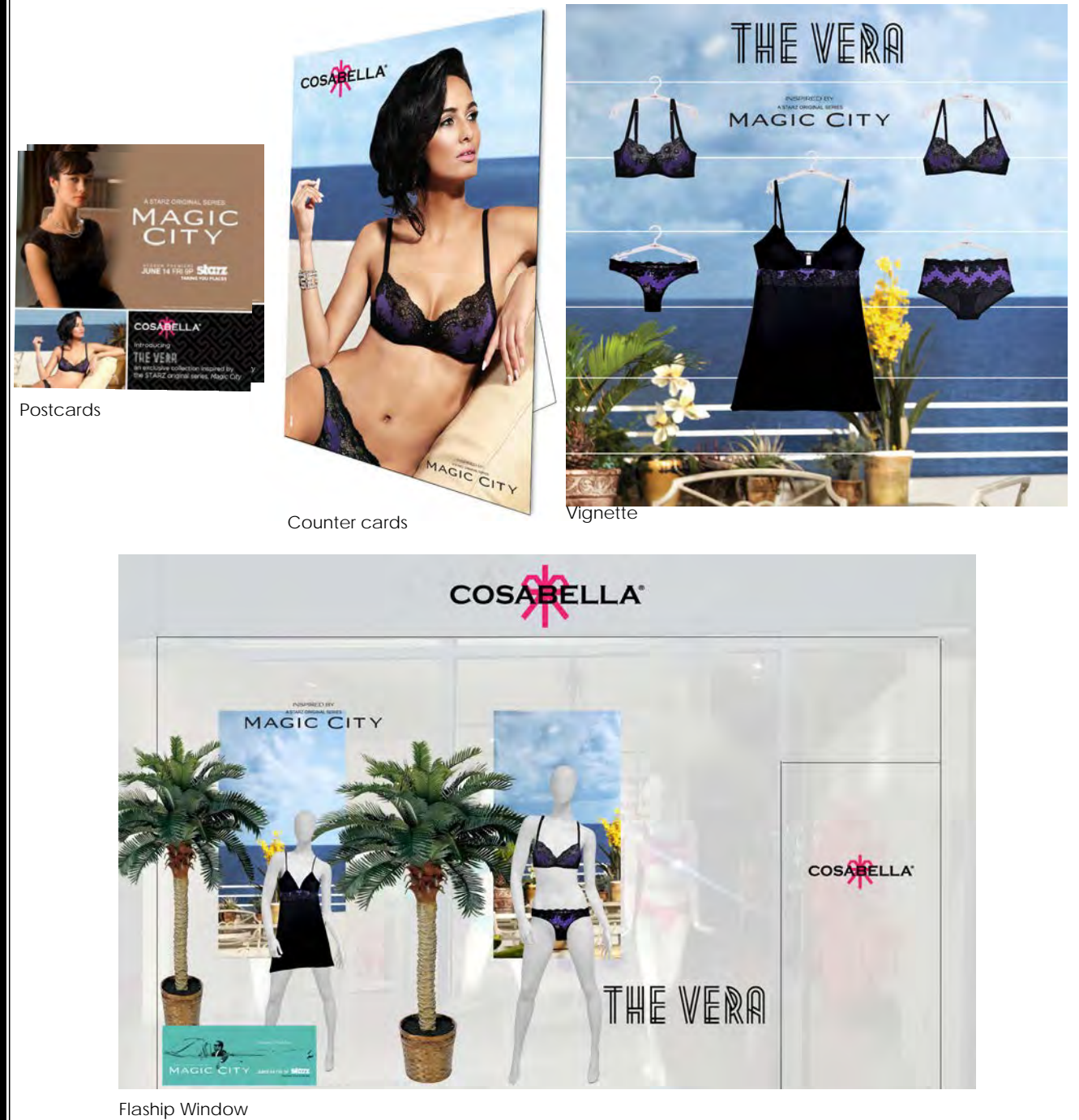
Flaship Window



# IN STORE

## JULY – Vera Evans Rollout

- Tune In Postcard with The Vera Call to Action distributed with every purchase.
- The Vera Campaign Image Counter Card.
- Flagship Store Takeover:
  - Vinyl clings of the Owner's Suite as a backdrop to the product.
  - Taylor made to each Cosabella Flagship store.
  - Window Clings - Frame the window using *Magic City* patterns unique to The Vera. **\*Note: We have included a window cling which will be 30.5 x 15.5 on the windows in all 3 flagship stores**
- Department Store Display:
  - Mannequin featuring The Vera styles.
  - Framed stand with The Vera picture and info to educate consumer.
  - Product laid out on tables and t-stands surrounding.





# IN STORE

## AUGUST – Mercedes Lazaro Rollout

- Tune In Postcard with The Mercedes Call to Action distributed with every purchase.
- The Mercedes Campaign Image Counter Card.
- Flagship Store Takeover:
  - Vinyl clings of the Suite as a backdrop to the product.
  - Taylor made to each Cosabella Flagship store.
  - Window Clings - Frame the window using *Magic City* patterns unique to The Mercedes.
- Department Store Display:
  - Mannequin featuring The Mercedes styles.
  - Framed stand with The Mercedes picture and info to educate consumer.
  - Product laid out on tables and t-stands surrounding.



Postcards



Counter cards



Vignette



Flagship Window



# IN STORE

## SEPTEMBER – Lily Diamond Rollout

- Tune In Postcard with The Lily Call to Action distributed with every purchase.
- The Lily Campaign Image Counter Card.
- Flagship Store Takeover:
  - Vinyl clings of Lily's Bedroom as a backdrop to the product.
  - Taylor made to each Cosabella Flagship store.
  - Window Clings - Frame the window using *Magic City* patterns unique to The Lily.
- Department Store Display:
  - Mannequin featuring The Lily styles.
  - Framed stand with The Lily picture and info to educate consumer.
  - Product laid out on tables and t-stands surrounding.



Postcards



Counter cards



Vignette



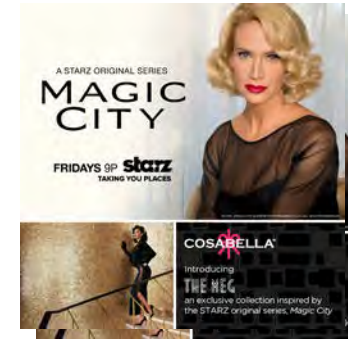
Flagship Window



# IN STORE

## OCTOBER – Meg Bannock Rollout

- Tune In Postcard with The Meg Call to Action distributed with every purchase.
- Meg Bannock Campaign Image Counter Card.
- Flagship Store Takeover.
  - Vinyl clings of the Miramar Playa Lobby as a backdrop to the product.
  - Taylor made to each Cosabella Flagship store.
  - Window Clings - Frame the window using *Magic City* patterns unique to The Meg.
- Department Store Display.
  - Mannequin featuring The Meg styles.
  - Framed stand with The Meg picture and info to educate consumer.
  - Product laid out on tables and t-stands surrounding.



Postcards



Counter cards



Vignette



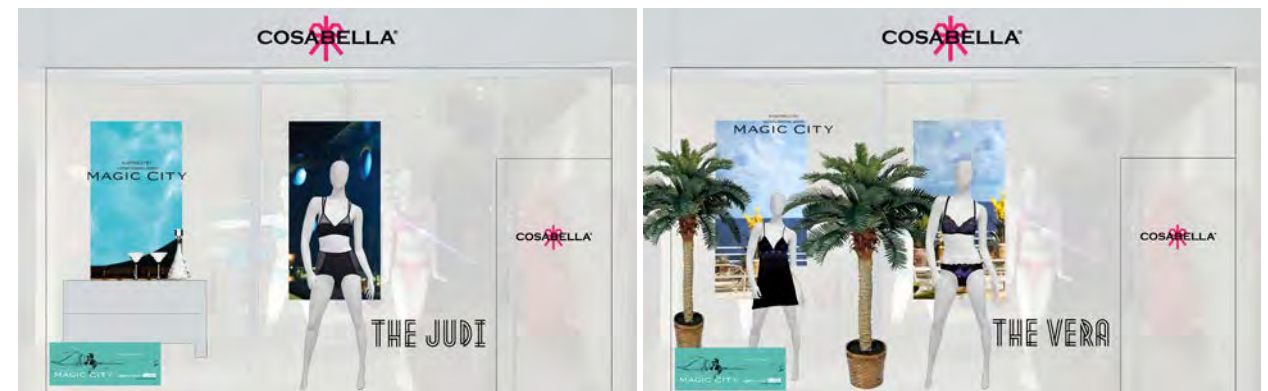
Flagship Window



# IN STORE

- **Windows:** Cosabella has designed visual directives for the rollout of each grouping in Cosabella's exclusive collection inspired by the STARZ original series, Magic City. The windows of Cosabella flagship stores will feature one character per month from May-September 2013. Included in the window display will be props and banners themed to each Magic City set, along with mannequins displaying pieces from the respective group. Cosabella's exclusive collection inspired by the STARZ original series Magic City logo decals and tune in decals will also be placed on the doors and windows of each flagship.

\* **Note:** We have included a window cling which will be 30.5 x 15.5 on the windows in all 3 flagship stores

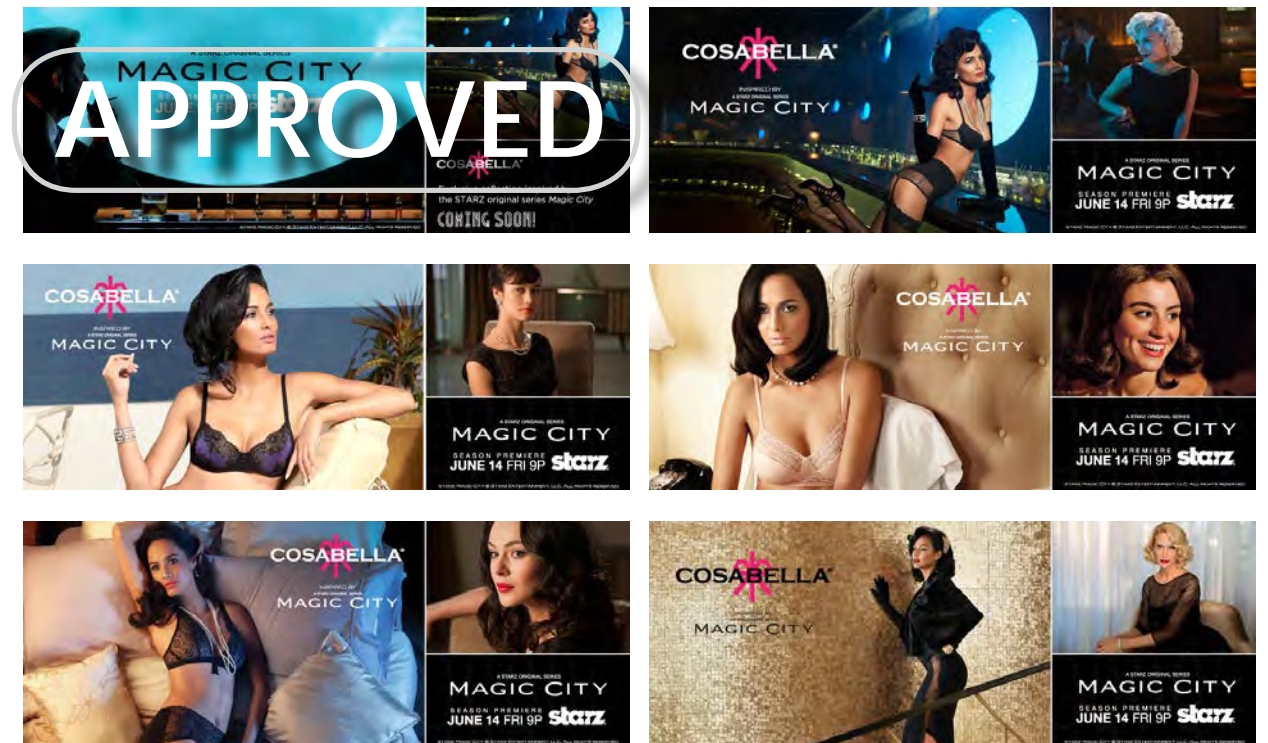
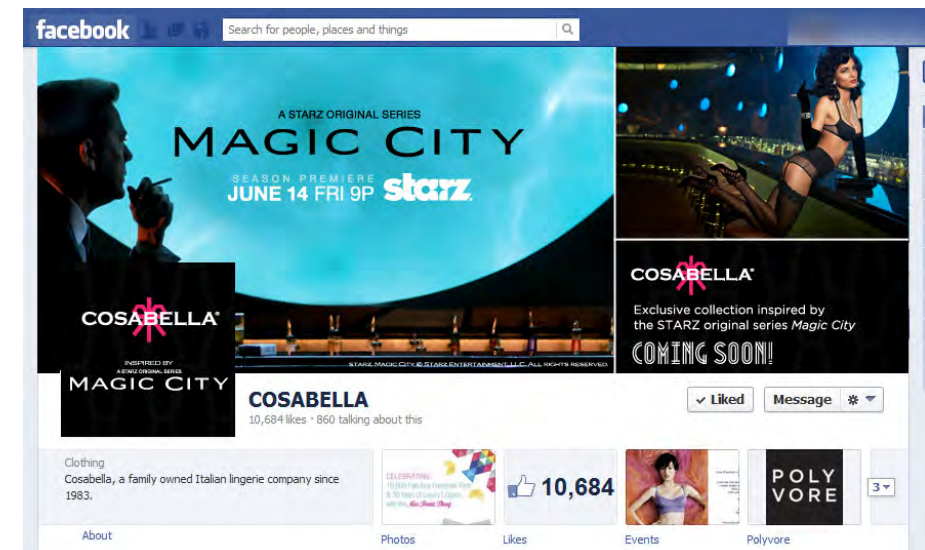




# SOCIAL MEDIA

## FACEBOOK

- Cover image
- Tune in messaging with link to *Magic City* website.
- Paid Facebook ads.
- Call to action supporting the promotion of the series a minimum of 8 weeks prior to premier.
- Weekly Facebook posts a week - partnership, characters, collection, styling, photoshoot.



Facebook Covers

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# SOCIAL MEDIA

## TWITTER

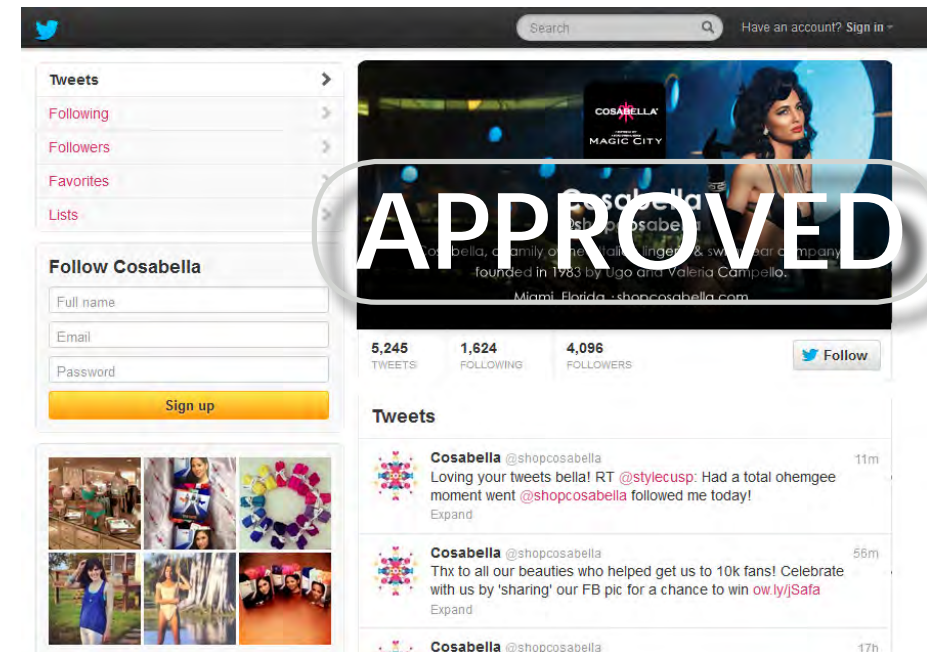
- Cover image
- Tune in messaging with link to *Magic City* website.
- Call to action supporting the promotion of the series a minimum of 8 weeks prior to premier.
- Weekly Tweets - partnership, characters, collection, styling, photoshoot.

## PINTEREST

- Inspiration boards by character/group.
- Setting inspiration board (Miami 1959).

## INSTAGRAM, BLOG, AFFILIATES

- Weekly posts about partnership, characters, collection, styling, photoshoot.
- Paid banner ads.



Twitter Cover



Twitter Background



# SOCIAL MEDIA

- Giveaway Posts

APPROVED



COSABELLA®  
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MAGIC CITY

THE JUDI



COSABELLA®  
INSPIRED BY  
MAGIC CITY

THE LILY



COSABELLA®  
INSPIRED BY  
MAGIC CITY

THE MEG



COSABELLA®  
INSPIRED BY  
MAGIC CITY

THE MERCEDES



COSABELLA®  
INSPIRED BY  
MAGIC CITY

THE VERA



COSABELLA®  
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MAGIC CITY

THE VERA THE MERCEDES THE MEG

MAGIC CITY FRIDAYS 9P **starz**  
TAKING YOU PLACES



Win the complete first season of *Magic City* on DVD, a Cosabella Gift Card and an Archipelago Boticario de Havana Gift set by entering The Judi Pinup Giveaway!



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MAGIC CITY



Enter The Vera Trivia Giveaway to win the complete first season of *Magic City* on DVD, Cosabella Gift Card and an Archipelago Boticario de Havana custom gift set.



COSABELLA®  
INSPIRED BY  
MAGIC CITY

MAGIC CITY FRIDAYS 9P **starz**  
TAKING YOU PLACES



- Weekly Posts

**COSABELLA®**

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**MAGIC CITY**



SHOP.COSABELLA.COM

- Tune In Email Blasts – 4 weeks prior to premiere.
- *Magic City* Trailer/Video.
- Welcome Email – *Magic City* themed email welcoming customers to the Cosabella family with tune in messaging and a Cosabella inspired by *Magic City* call to action.

COSABELLA®

LINGERIE

APPAREL

SHAPEWEAR

SWIM & BEACH

Introducing  
**THE JUDI**  
an exclusive collection inspired by  
the STARZ original series, *Magic City*

**APPROVED**

*Magic City* Season 2 Premiere Trailer



A STARZ ORIGINAL SERIES  
**MAGIC CITY**  
SEASON PREMIERE  
JUNE 14 FRI 9P **starz**  
TAKING YOU PLACES

FLAT \$7 SHIPPING ON ALL USA ORDERS. SIMPLY CHOOSE "UPS GROUND" AT CHECKOUT. (EXCLUDING HAWAII & ALASKA)

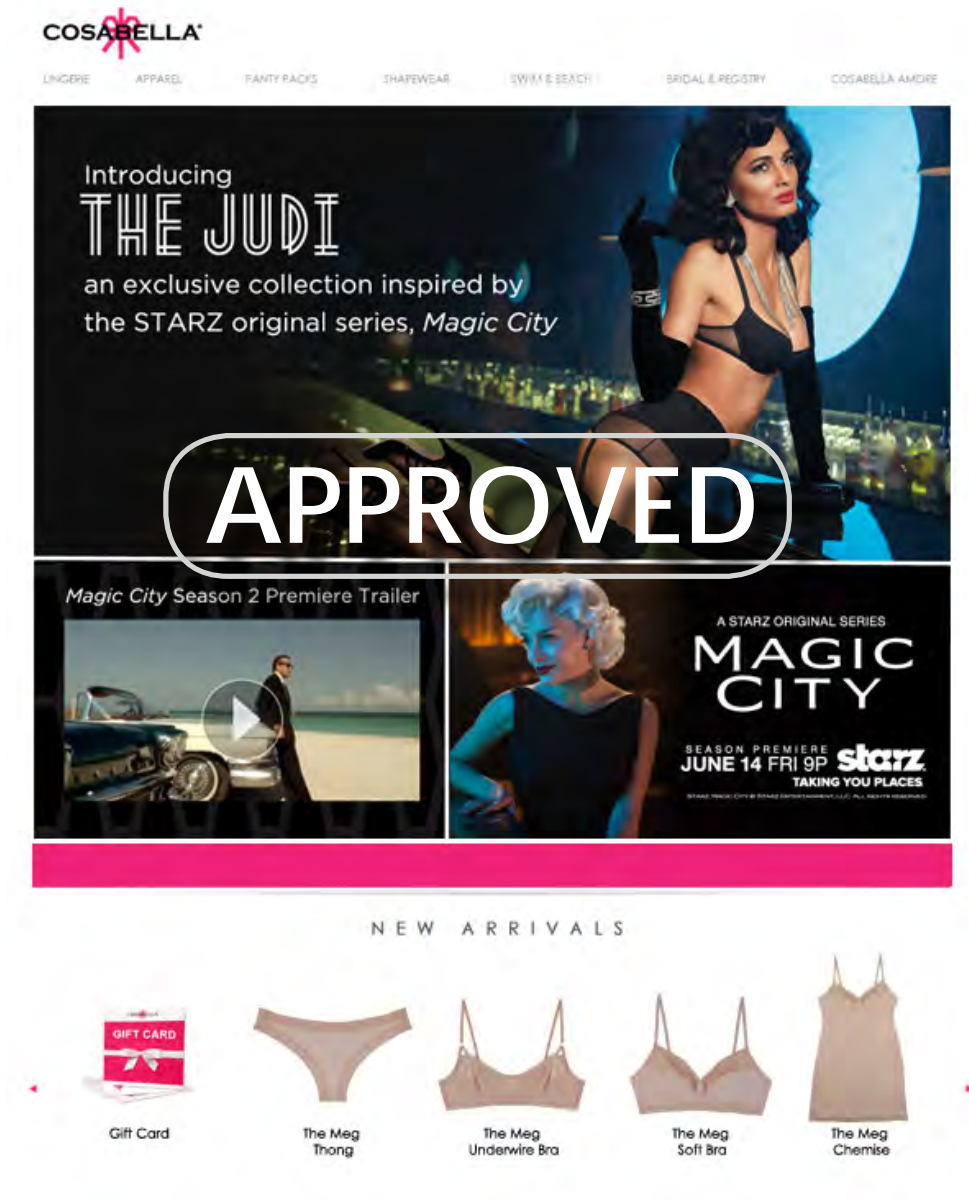


5/15 Email Blast

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**MAGIC CITY**

# SHOP.COSABELLA.COM

- *Magic City* Collection Tab.
- *Magic City* Trailer/Video.
- *Magic City* collection launch.
- Category Page – To feature the campaign image of each group for the month of the character launch.



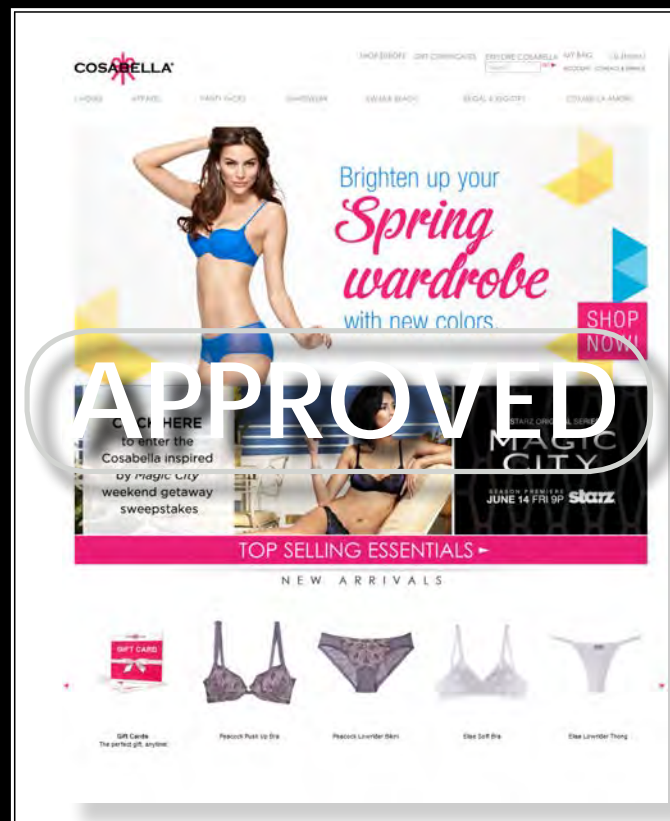
5/15 Shop.Cosabella Homepage

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MAGIC CITY



SHOP.COSABELLA.COM

- Magic City Sweepstakes launch.



5/17 Shop.Cosabella Homepage

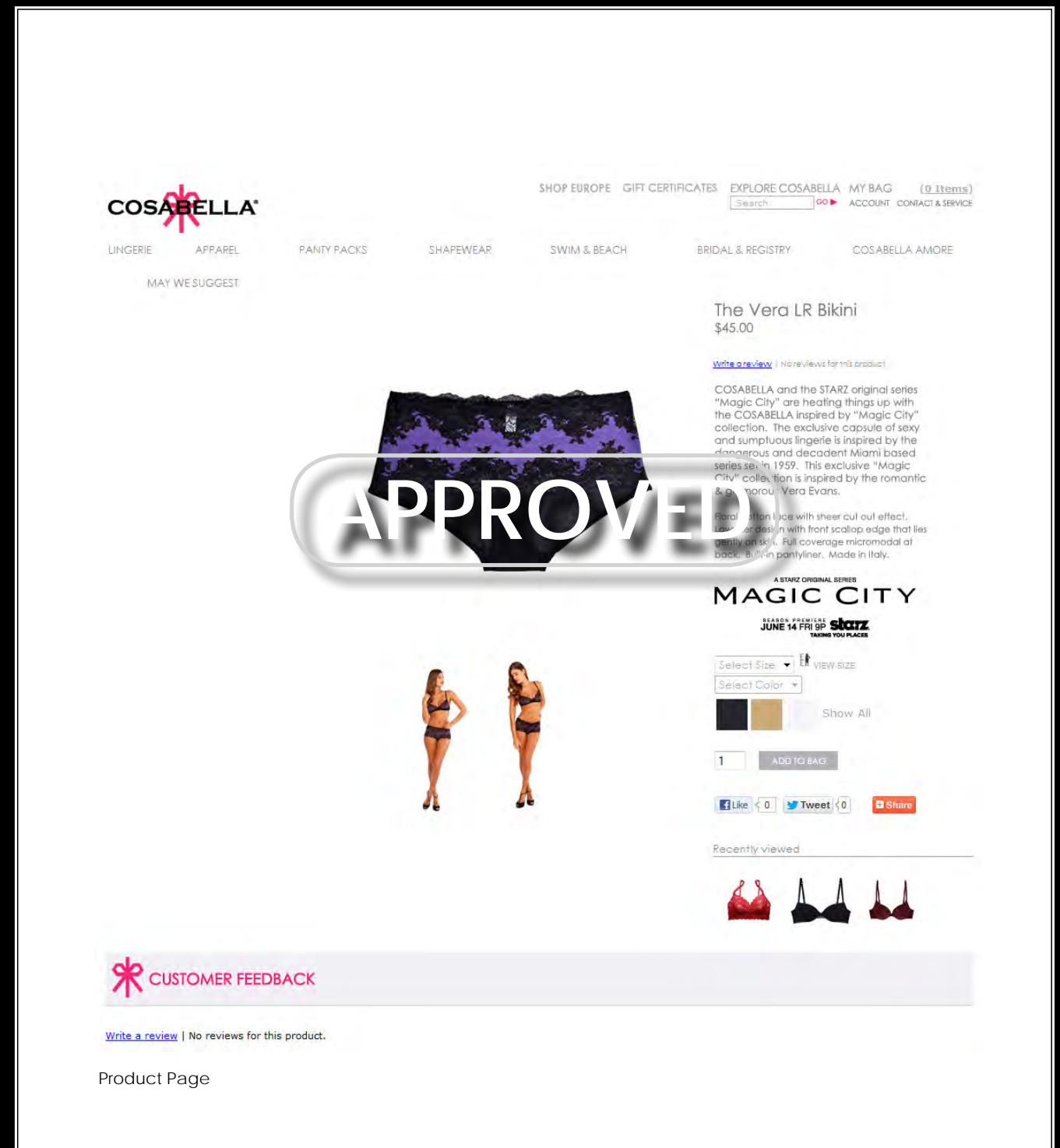


5/17 Email Blast

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MAGIC CITY

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- Product Page – To feature the products of each group.



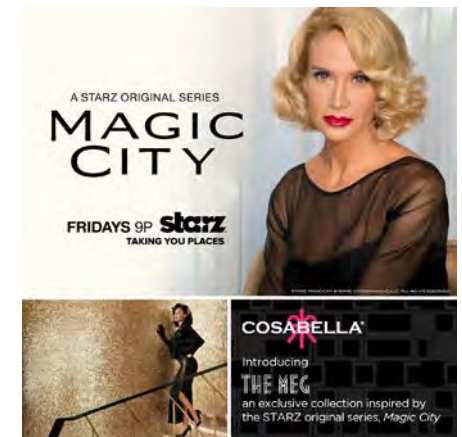
Product Page

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**MAGIC CITY**



SHOP.COSABELLA.COM

- Tune In Postcard – Character specific for each launch, to be distributed with each ecommerce purchase.

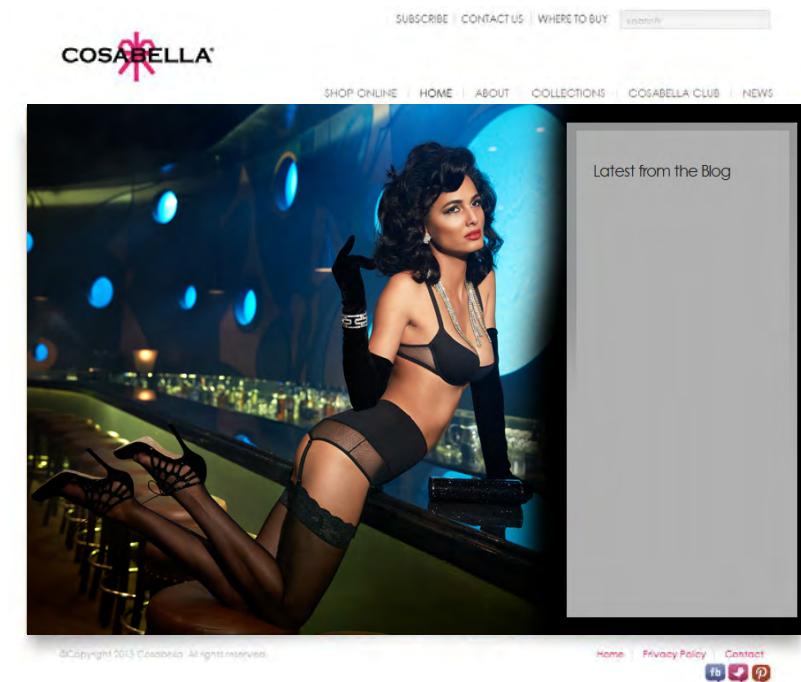
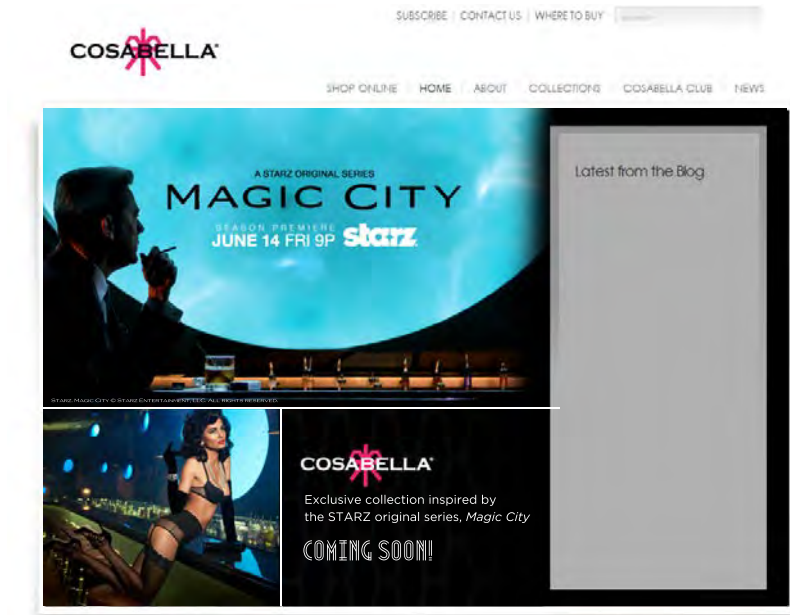


Postcards

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MAGIC CITY

# COSABELLA.COM

- Update Web Slider to *Magic City* Campaign Image for each character rollout.
- *Magic City* Collection Page – To feature all five character groups inspired by *Magic City* characters.
- Homepage Banner Countdown – 2 weeks prior to premiere.
  - Potential for a countdown ticker.
- Tune In Banner on Cosabella.com throughout show air.



cosabella.com slideshow



# SWEEPSTAKES

In partnership with STARZ, W South Beach Hotel, Four Roses Bourbon and Archipelago Botanicals, one lucky winner will receive a glamorous weekend stay in the gorgeous Miami Beach, Florida. The prize will include airfare for two (2) and three (3) night's accommodation in a whimsical *Magic City* themed suite with ocean views and a private balcony at the W South Beach Hotel.

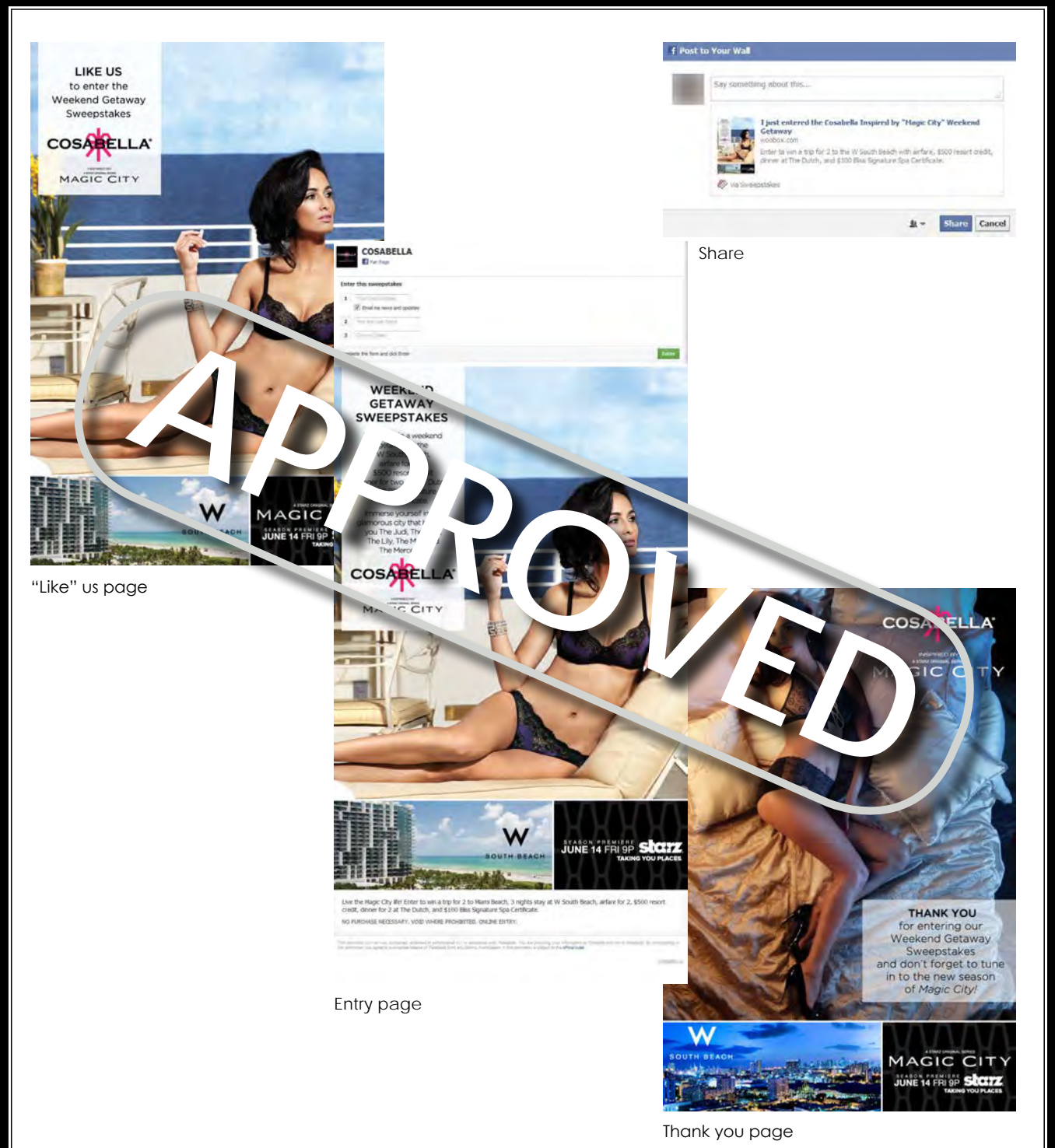
The package also includes dinner for two at *The Dutch*, a Miami hot spot, complimentary access to a W Insider to personalize your stay, complimentary Acura transportation in South Beach, access to the hotel's many amenities, a \$100 Bliss Signature Spa Certificate and two cool cocktails.

During the stay, guests will receive a luxurious gift pack including the widely sought after Archipelago Boticario De Havana Gift Set, a \$500 Cosabella gift card, a *Magic City* Season 1 DVD set and Season 2 poster and an exclusive Cosabella inspired by *Magic City* lingerie set.



# SWEEPSTAKES

- Facebook Sweepstakes.





# PRIZING DONATION

- W Hotel in MC Suite Prizing: Trenta Thong.



Trenta Thong with Tune in hangtag

# PRIZING DONATION

- Archipelago Sweepstakes Prizing: Gift Card.



Cosabella Gift Card



## PRESS PUSH/EVENTS

### POTENTIAL IDEAS WITH STARZ SUPPORT

#### MAGIC CITY SCREENING/ LAUNCH PARTY/PRESS PREVIEW

- In NYC
- Date TBD – Day of Season Premiere or Sneak Preview?
- Show Images of *Magic City* Pieces.
- Cocktails, appetizers, etc.
- Gratis?

#### TWEET UP

- Magazine editors/Social Media Gurus.
- Twitter competition.
- Most ... tweet wins a *Magic City* lingerie set.
- Cocktails, appetizers, macaroons, etc.
- Gratis?

#### BLOGGER EVENT

- Fashion Bloggers.
- Present *Magic City* Pieces/Pitch Story.
- Cocktails, appetizers, macaroons, etc.

#### IN DEPARTMENT STORE

- Potential for pop up shop on a smaller scale for one day event in a department store(s).