

# BORGHESE NEWS & EVENTS

FEBRUARY 2008



## BLOGS

- **Beauty Bug** – Sweet Love - <http://www.bitbythebeautybug.com/?p=740>
- **All About the Pretty** – Fango Brillante Brightening Mud  
[http://www.allaboutthepretty.net/all\\_about\\_the\\_pretty/2008/02/borghese-fango.html](http://www.allaboutthepretty.net/all_about_the_pretty/2008/02/borghese-fango.html)

## TV

- **NBC & iVillage's "In the Loop"** – **Sweet Love** was featured as a Valentine's Day gift on both the Feb. 11th & Feb. 13th episodes

## PRINT

- **Giant Magazine (Online)** – **Sweet Love** is featured  
<http://www.giantmag.com/content.php?cid=733>
- **InStyle Magazine (Online)** – **Fango Mud** is featured -  
[http://www.instyle.com/instyle/trends/hotfinds/0,,20174774\\_2,00.html](http://www.instyle.com/instyle/trends/hotfinds/0,,20174774_2,00.html)



## EVENTS

- **Fashion Week** – Borghese gifts were present at the tents in the gift bags for Tracy Reese, Carlos Campos, R. Scott French, Edwing D'Angelo, Peter Som, Angel Chang and Verrier.
- **GenArt & Downy Radiance Collection Celebrates Three Emerging Designs** – With the purple themed event, *Shadow Milano Trio in Violetta Venezia* and *B Moisture Lipstick in Grappa* were gifted to top 75 editors from Elle, Lucky, Harpers Bazaar, and celebrities such as Nikki Taylor (Bravo's Make me a Supermodel) and Jorge Ramon (TLC's Covershot), etc.
- **The Cesars (French Oscars)** – Borghese gifted some of Europe's A-list actors and international press such as Glamour, Hollywood reporter, Marie Claire Australia.

## CHARITIES

**amfAR's Gift for Life: The Party 16th Anniversary Celebration for HIV/Aids Awareness**– Borghese donated a gift basket valued at \$535

