

A close-up, artistic photograph of a person's lips painted with vibrant red lipstick. The lips are slightly parted, and the texture of the lipstick is clearly visible. The background is a soft, out-of-focus warm yellow and orange glow.

create

tomorrow's trends

today



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As you know, success in the fashion and cosmetics world isn't about chasing fads. It's about *making trends*. And that takes thoughtful planning.

In exactly the same way, it's time to start thinking of some FABULOUS IDEAS for your upcoming Communication Plan. Ask yourself:

- What fashion and cosmetic tips should I share?
- Do I want to gain nationwide or regionally-specific editorial coverage?
- What additional content should I create?
- How do I book the right issues at the right time?

By thinking about your Communication Plan well in advance, you'll turn today's fabulous ideas into tomorrow's *trend-setting* results!

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