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# NICHE BRAND AWARD ICONIC

NICHE  
BRAND  
AWARD  
2018  
ICONIC

*Don't always walk on the smooth roads, walk ways that no one has travelled  
before, so as to leave behind traces and not only dust"*

*Antoine de Saint-Exupéry*

# ABOUT NICHE BRAND AWARD

Niche Brand Award (NBA) is granted to the private niche brands, which demonstrate outstanding business performance – the ability to generate above-average market free cash flow (profit and EBIT) directly and through its regional partners (distributors, key accounts, etc.). Along with the anonymous questionnaire of the independent regional partners, which know the brand's position on the market, its development dynamic, and which generates free cash flow, we perform deep due diligence in order to assign the nomination. As the abovementioned analysis tools are used constantly, the Niche Brand Award is given annually based on the outstanding business performance during the last year.

Annually we monitor around 300 established niche brands and their dynamic and scouting through around 5000 private Niche Brands with high potential to be added to the category Revolution Award. Upon classification, the niche brands are granted with the following awards: Revolution, Superb, and Iconic.

Based on a deep distribution due diligence and followed by independent verification and independent anonymous input from regional partners, selected niche brands are given the award. The purity of selection is essential; therefore senior professionals with the extensive corporate and business experience check and verify the selection. Followed by the selection, specific catalogs in own tailored design are ready for one-click downloading, printing and sharing. After a click the link/button for downloading, each catalog re-generates by our AI-System with all newcomers included that makes it Up-to-Second actualized. Niche Brand Award is an independent organization, which does not accept any sponsorship or donations from any brands, presented in the catalogs, which allows remaining unprejudiced in brands evaluation.

*Sincerely yours, Niche Brand Award's Team*





## **1 – Revolution**

## **2 – Superb**

## **3 – Iconic**

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**REVOLUTION**



**SUPERB**





**ICONIC**



# TOUS: THE MOST DESIRABLE LUXURY JEWELRY BRAND IN THE WORLD

Joyería Tous, S.A. designs, manufactures, and sells jewelry. The company's jewelry include bracelets, rings, earrings, necklaces, brooches, cufflinks and tie pins, pendants, chokers, and charms, as well as jewelry for kids and babies, and men. It also provides hand bags, watches, eyeglasses, perfumes, and textile products through multi-brand stores. In addition, the company offers its products in more than 50 countries. Joyería Tous, S.A. was founded in 1920 and is based in Manresa, Spain. It has operations in Africa, America, Asia, Europe, and the Middle East. Three generations and over 100 years of dedication to the craft demonstrate the wisdom of the path taken by TOUS.

## History

The origins of TOUS date back to 1920 when Salvador Tous Blavi and his wife Teresa Ponsa Mas opened a small watch repair workshop that progressively grew in prominence in the jewelry industry. In 1965, Salvador Tous, the son of the founder, married Rosa Oriol - the pair pooled their talents, experience and creativity for the purpose of designing a new style of jewelry. At present, the brand name has more than 400 stores. Since 1920, TOUS has created jewelry as the company's core business, but also produces a broad range of accessories, such as bags, watches, perfumes, eyeglasses, textiles and small leather goods. As of 2012, the company produces 30 annual collections.

Jewelry is the core business of TOUS. Due to its success, at the end of the 20th century, the company began to diversify its portfolio to offer a wide range of extras: bags, perfumes, watches, glasses and other accessories. The jewelry sets the trend for the other product lines, and under the strict supervision of the artistic director, the jewelry inspiration is transmitted to the other categories. Moreover, each TOUS item reflects the brand's values of tenderness, fun and youthful spirit, expressing the company's very soul.



Three generations and over 100 years of dedication to the craft demonstrate the wisdom of the path taken by TOUS

source - tous.com

## Jewelry

With its innovative designs, TOUS creates jewelry and accessories that help make their clients feel good and convey warmth when given as gifts. The company combines its craft traditions with the latest advances in technology to create unique, special pieces. TOUS uses noble metals and precious gemstones, as well as new materials and techniques such as titanium, silicone, hydrothermal gemstones, vermeil and bi-lamination. At TOUS, innovation is not a department, it's a mindset. Since its expansion, the company has innovated its manufacturing processes. TOUS combines craft traditions with the latest technological advances in order to supply their worldwide points of sale.



Since 1920, TOUS has created jewelry as the company's core business, but also produces a broad range of accessories

source - tous.com

## Handbags

In 2000, TOUS chose to include a collection of handbags in its portfolio. TOUS handbags stand out for their craftsmanship and design. The company uses the best materials and leathers, ensuring the highest quality finishes. Thanks to its immense creative and manufacturing capabilities, TOUS launches more than 50 new collections a year.

## Watches

Salvador Tous was a watchmaker by trade, meaning that this craft is in the very DNA of



TOUS. The TOUS range of watches is immensely varied, offering something for all tastes. The range includes collections of classic watches that incorporate state-of-the-art technology, as well as modern designs in line with the latest trends. In addition, TOUS offers a line of children's watches with iconic brand images, as well as a line of men's watches, which is gaining in popularity.



The range includes collections of classic watches that incorporate state-of-the-art technology, as well as modern designs in line with the latest trends  
source - tous.com

### Glasses and accessories

TOUS launches a collection of glasses each year, both prescription and sunglasses. In Spain, TOUS is the market leader in prescription glasses. Each season, the TOUS accessories collection conveys the creative concept of the brand. It includes silk and wool scarves, ties, stationery, key rings and gadgets that come together to create a world of affordable luxury.

### Fragrances

In 2002, TOUS entered the world of select perfumery with 'TOUS Eau de toilette'. Since then, TOUS has become a market leader in the perfume sector. Each fragrance has a unique market position that appeals to the varied profiles of the brand's customers.

## Kids&Baby

Children have always been very important here at TOUS. They bestow a sense of tenderness that resonates deeply with the brand. Tous Baby inspires life's unique, special moments. The relationship between mother and child: tenderness, enthusiasm, affection and gentleness. A full range of clothing and accessories for babies, girls and boys that stand out for their quality fabrics and attention to detail.



Each fragrance has a unique market position that appeals to the varied profiles of the brand's customers  
source - tous.com

## Contemporary era

Tous' managerial skills resulted in a national expansion during the 1980s. The Tous' four daughters — Rosa, Alba, Laura and Marta — subsequently joined the family business. For the first time, the company has collaborated with Eugenia Martinez de Irujo, the daughter of the Duchess of Alba. Consolidated over numerous years, the working relationship with the Duchess of Montoro, which is her title, has led to the development of a signature collection; 'Iluminada', 'Leyendas' and 'Cercle' are some of her recent product releases.

In the 1990s, the international expansion began with the opening of the brand's first store in Japan; countries like Mexico and the United States followed. Kylie Minogue has been one of several celebrity 'images' of the brand name and has contributed to consolidating



TOUS' international popularity. Recently, TOUS chose Jennifer Lopez as the image for its Spring–Summer campaign. TOUS also launched a special collaboration with Manolo Blahnik for the creation of the 'Manolo Blahnik for TOUS' collection; the collaborative release consisted of pendants that are a faithful reproduction, in gold and in silver, of the famous 'Campari' shoe.

Company name: Joyería Tous, S.A.  
Contact person: Alba Tous  
E-mail: [help@tous.com](mailto:help@tous.com)  
Website: [www.tous.com](http://www.tous.com)  
Phone: +34 938 784 444  
Patent status: -  
On market since: 1920  
Regions: Spain  
Industries: Consumer products  
Source links: [Joyería Tous, S.A.](#)  
Direct link: [click here](#)



## CIRE TRUDON, FROM ROYAL FAMILY TO MODERN EXCELLENCE

Established in 1643 by Claude Trudon, Cire Trudon is one of the most famous wax producing factory in France. As the provider of Louis XIV's French royal court, as well as the most glorious cathedrals and churches throughout France history, and know-how, is unsurpassed. In 1643 Claude Trudon became the owner of a boutique on the rue Saint-Honoré where he developed his activity as a grocer and candlemaker. His candles were purchased to light parishes and homes. Thus, in the early days of Louis the 14th reigns, Claude Trudon created a manufacturing company that would make his family's fortune. The manufacturer used the beeswax to make its candles. Its Motto "Deo regique laborant" meant "They work for God and the King" ("they" being the bees). The wax was carefully harvested from the hive before being filtered, washed and exposed to the sunlight in order to obtain the purest white possible.

The court of Louis the 15th and the kingdom's largest parishes were seduced by the Manufacture's perfectly white candles. Besides their immature color, they burned for a long time and did not splutter. Already true luxury...

In 1737 his descendant Jérôme Trudon brought the Manufacture Royale des Cires (Royal Wax Manufacturer) in Antony from Seigneur Péan de Saint\_Gilles. With his family's extensive candling skills, Jérôme Trudon brilliantly developed the Manufacture.

In 1762 in the Encyclopédie Raisonnée des Sciences, Arts et des Métiers (the Encyclopedia of Reason for the Science, Ar, and Trade), the engineer Duhamel du Monceau published an article on the Art of Candling. **The Manufacture supplied Versailles up to the last days of the Ancient Regime and survived through the French Revolution.**

When Napoleon the 1st was crowned in **1811**, the Manufacture supplied the imperial court. The Emperor gave his son only one present the day he was born: a Trudon pillar candle adorned with three gold coins showing Napoleon's profile, the Imperial Pillar Candle.



Cire Trudon Room Stray Josephine  
source - trudon.com

No political or industrial revolution ever blighted the Manufacture's existence, it even survived the arrival of the "miracle of the electricity". In 1889 the Manufacture's know-how was honored with a gold medal at France's World's Fair.

In 2007 the company took the name “Cire Trudon” and became a specialist in manufacturing perfumed candles. Today it enlists well-known “noses” to create perfumes for the stories it wishes to tell. Each candle is still dripped and made by hand, perpetuating a luxury manufacturing which helps perpetuates the skills of its founder, Claude Trudon.



Deux  
source - [trudon.com](https://www.trudon.com)

The first Trudon store opened at the beginning of the **20 century** in the **Saint Germain-des-Prés** neighborhood near Saint Suplice church. Surrounded by a number of religious item stores, it continues to propose a broad range of scented decorative candles.

In 2014 Trudon opened a store at 11 rue Sait Croix-de-la-Bretonnerie in the Marais, a historical and typically Parisian area. Today Trudon candles shine throughout the world.





Cire Trudon Shop, New York  
source - [trudon.com](http://trudon.com)



Company name: Cire Trudon

Contact person: Mark Crames, CEO

E-mail: [mcrames@demeterfragrance.com](mailto:mcrames@demeterfragrance.com)

Website: [https://trudon.com/eu\\_en/](https://trudon.com/eu_en/)

Phone: 1-800-482-0422

Patent status: -

On market since: 1643, 2006

Regions: France

Industries: Consumer products

Source links: [Cire Trudon](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## VALMONT: VISIBLE AND LONG-LASTING EFFICACY

To offer astonishingly effective high-performance anti-aging treatments: this has been the vocation of Valmont cosmetics since 1985. A true anti-aging expert, for more than 30 years Valmont has been perpetuating the unique expertise of Swiss cellular cosmetics, the legacy of the famous Valmont Clinic, with treatments that offer instant and lasting results of unparalleled quality. True to the concept of cellulotherapy, Valmont delved into the very nucleus of the skin's cells to find molecules with peerless anti-aging properties: DNA and RNA. Thanks to a unique and exclusive extraction process, Valmont harvests macro-molecules intact, thus preserving their incomparable regenerative power. Featured in Valmont's beauty treatments, this dynamic duo strengthens and stimulates cells suffering from the effects of time or outside aggressions, revealing sublime and youthfully radiant skin.

## WHEN ART MEETS BEAUTY:

A pillar of the brand's identity, art suffuses La Maison Valmont with inspirational expressions of beauty, signed by international contemporary artists carefully selected by Didier Guillon. These are locally sourced works of art, or those demonstrating the talent of an artist from abroad, supported by the Valmont Group at an international level.



Valmont prides itself on deftly reconciling cutting-edge Swiss R&D and the taste for tradition that comes from the natural heritage of exceptional purity

source - valmontcosmetics.com

An artistic dialog is underway throughout the network of boutiques across several continents inspired by the collection of feminine portraits by the German painter El Bocho. A prolific artist of multiple talents, El Bocho works on installations and giant-sized pieces. He is illustrious for his street art, and now represents the artistic values of La Maison Valmont with his works specially created for each boutique. Art, like a pillar, is a commitment on a daily basis for the Valmont teams. This means developing unique creations every year, to honor a given product or to represent an exclusive partnership. This is what inspires the superb Limited Editions for noble products such as Elixir des Glaciers Votre Visage magnified in its crystal cocoon, and crowned by an authentic Lalique cabochon top, or arty hand-made decorations - all available at La Maison Valmont.

## Spa Treatment:

**RITUEL HYDRATATION SOURCE DES BISSES:** This treatment was inspired by observing the irrigation channels known as 'bisses,' which are used by the Highlanders of the Swiss Wallis region. Valmont applied this ancient tradition of hydraulic control to the skin. A moisturizing bath for the skin, the Source des Bisses treatment slakes even the thirstiest skin. Filled with water, the epidermis is reactivated and the dermis reinflated,

smoothing the wrinkles that result from dehydration. An essential treatment that will leave skin as fresh as the morning dew.



Valmont foundation

source - valmontcosmetics.com

**RITUEL ENERGIE VITALITÉ DES GLACIERS:** The very first Valmont treatment, Vitalité des Glaciers quickly became a signature treatment. Introduced in 1985, it reflects the technical know-how of the Swiss expert in anti-aging. A true beauty booster, this cabin treatment stimulates both skin vitality and cell renewal, two factors in skin health that wane with time. After the treatment, the complexion is fresher and brighter, features are relaxed, and the face displays a unique fullness.





Skin is optimally hydrated, plumped, and smoothed. Features are smoothed and tiredness erased  
source - valmontcosmetics.com



Skin is regenerated, brightened, and firmed. An essential treatment for tired, devitalized skin  
source - valmontcosmetics.com

**RITUEL ECLAT ECLAT DES GLACES:** An original creation by the House of Valmont, the Eclat des Glaces treatment is devoted to completely restoring the complexion's purity and youthful freshness. With this exclusive professional treatment, Valmont offers the finest solution to gently awaken the complexion's glow and even hue. It also enhances skin texture while ensuring comprehensive anti-aging action.

**RITUEL ANTI-WRINKLE & FIRMNESS SOMMETS DU LIFTING:** With this resolutely anti-wrinkle and firming expert treatment, Valmont puts its technical and cosmetic know-how into action to treat or prevent the most visible signs of aging.



Skin is lifted and replenished. Wrinkles fade and the facial contours are redefined  
source - valmontcosmetics.com

## THE GUILLON FAMILY:

The Valmont Group is privileged to be a family affair, under the steady direction of Didier Guillon and his wife Sophie.

Descendant of a family of art collectors, Didier Guillon has perpetuated a family tradition, showing his passion for modern and contemporary art at an early age. After studies in law and business management, Didier Guillon held several positions in marketing in France before moving to Switzerland and acquiring the producer of cosmetic products, Valmont. All Valmont visuals are created along a precise artistic line derived from his personal drawing and color selection.

Sophie Guillon is the guarantor of the uncompromising quality and efficiency of the precious care products in the Valmont and L'Elixir des Glaciers lines. Sophie is the fulcrum between the laboratories and the brand's clientele. She manages research projects as well as the conception of communications on the beauty care lines of the Maison. Thanks to her technical expertise and her incessant quest for innovations, Sophie has succeeded in making Valmont a true pioneer in the cosmetics market. For over 30 years the Valmont has helped women and men master the signs of time. It is a fantastic family saga, passing on the love of science, innovation, and cosmetics from generation to generation.



The Guillon Family  
source - valmontcosmetics.com

Company name: Valmont Cosmetics  
Contact person: Didier Guillon  
E-mail: [order@evalmont.ca](mailto:order@evalmont.ca)  
Website: <https://www.valmontcosmetics.com/>  
Phone: +34 93 178 00 03; +1 866 411 8256  
Patent status: -  
On market since: 1985  
Regions: Switzerland  
Industries: Consumer products  
Source links: [Valmont Cosmetics](#)  
[ORIGINAL VIDEO](#)  
Direct link: [click here](#)





# THE ICONIC LE CREUSET HAS EARNED THE LOYALTY OF COOKS AROUND THE WORLD

At the turn of the twentieth century, a new global perspective on cuisine began to dawn. Chefs paused in their kitchens to reconsider the courses they were serving. Traditional attitudes about cooking and dining fell away. Eating became both the expression and the pursuit of pleasure. At last, eating was no longer just a necessity but a joy. Le Creuset is focused on inspiring and empowering people everywhere to make joy through cooking. From its original enamelled cast iron cookware to stoneware, stainless, silicone and more, Le Creuset has grown to offer products across a range of materials and categories that guarantees the right tool for the right job. This cookware manufacturer was founded in the French town of Fresnoy-le-Grand, Aisne, Picardy, a strategic location at the crossroads of transportation routes for iron, coke, and sand. In addition, Le Creuset is best known for its colourfully-enamelled cast-iron cookware "French ovens", also known as "cocottes or coquelles" and "sauce pans" or "casseroles" (in French).

Dining, once a private activity, went public, and suddenly people experienced the delight of sharing a delicious meal in the company of friends. They remembered the marvellous dishes they tasted at restaurants; they went home to their own kitchens, eager to experiment and replicate. Soon, *cooking became a way to connect with loved ones, a reason to gather together at the table.*



Le Creuset Stoneware offers a fresh, modern take on the signature cast iron design  
source - [lecreuset.com](https://lecreuset.com)

And in the midst of all the culinary innovation and change, *Le Creuset introduced the first vibrant, Flame-colored enameled cast iron cocotte in 1925.* This groundbreaking cocotte took a kitchen staple - cast iron cookware - and refined it, making it more functional, more beautiful and deeply joyful.

Le Creuset cookware earned a special place in the lives and memories of cooks around the world. Since that time, modern cuisine has continued to evolve and so has Le Creuset, but the moments people share together in the kitchen and at the table are still the ones treasure most. Ninety years later, cooking continues to be at the heart of the celebrations - just as it has for generations.

Le Creuset products, above all, have excellent quality. *The Enameled Cast Iron cookware has been the world's colour and quality benchmark for almost a century.* Cast individually in sand moulds, then hand-inspected by French artisans, each cast iron piece features a rich heritage design, as well as ergonomic knobs and handles -

which are sized for easy carrying with pot holders. Ideal in the oven, on the stove or at the table, the iconic cookware is beloved for both its chip-resistant enamel exterior and superior heat retention that locks in flavor and keeps foods moist and tender.



Ideal heat distribution and superior heat retention  
source - lecreuset.com

*Le Creuset Stainless Steel is elegantly designed to inspire the joy of cooks everywhere.* Crafted by European artisans for superior performance and a radiant lifetime lustre that reflects the colourful surroundings of every kitchen, this cookware features a full aluminium core for even heat distribution, as well as a titanium-infused stainless steel exterior that effectively prevents scorching and discolouration over time.

Designed for a wide range of recipes and ingredients, *Le Creuset Toughened Nonstick pans deliver unsurpassed nonstick performance with a proprietary, PFOA-free, a triple-layered reinforced coating that will never peel or flake during use.* The hot-forging process also prevents warping and facilitates consistent heat distribution, making the range as ideal for omelettes and soufflés as it is for searing fish and poultry. This cookware's patented nonstick coating releases food easily for quick, simple clean-up.

Le Creuset enamel on steel cookware combines the capability of stainless steel with the style and character of Le Creuset's color palette. Protected by a colorful, hard-wearing layer of enamel that resists damage from heat and utensils, Le Creuset's light yet durable Stoneware ranges are ideal for baking, roasting and serving.



In addition, for nearly a century, *Le Creuset premium cast iron cookware has been trusted in kitchens around the world for its superior performance, lasting quality and iconic design.*



Durable, nonreactive sand-colored interior  
source - [lecreuset.com](https://lecreuset.com)

Company name: Le Creuset

Contact person: -

E-mail: [colleen@coactionpr.com](mailto:colleen@coactionpr.com)

Website: <https://www.lecreuset.com/>

Phone: 1-877-273-8738

Patent status: -

On market since: 1925

Regions: France

Industries: Consumer products

Source links: [Le Creuset](#)  
[ORIGINAL VIDEO](#)  
[ORIGINAL VIDEO 1](#)

Direct link: [click here](#)



## ARTURO FUENTE: UNSURPASSED QUALITY OF FLAVOR AND CONSTRUCTION

Arturo Fuente is a brand of cigar, founded by Arturo Fuente, Sr. in 1912 in West Tampa, Florida. Following a catastrophic fire in 1924, the brand ceased production for 22 years, reemerging in 1946 on a limited, local basis. Ownership was transferred to Arturo's younger son, Carlos Fuente, Sr. in 1958. Following the 1960 United States embargo of Cuba, the Fuente brand began a period of slow and steady growth, emerging as one of the most critically acclaimed makers of hand-rolled premium cigars outside of Cuba. As of 2010 the company was producing 30 million cigars per annum from its factory in the Dominican Republic. In 2012, the Fuente companies celebrated 100 years of hard work, dedication and family tradition. From the very beginning, the focus of making a Fuente cigar was quality: quality tobacco, quality craftsmanship, and taking the time necessary to make a truly remarkable cigar. According to Carlos Fuente Sr, they didn't hurry things, they just

■ did things the way they were supposed to be done.



When the Fuente companies were established in 1912, Arturo Fuente would have never dreamed his passion for cigars would become a global benchmark for the cigar industry. He started his company with humble beginnings, rolling and blending cigars in the back of his house with his wife Cristina and two sons, Carlos and Arturo Oscar. Four generations later, the company is still family-owned and operated in the Dominican Republic.

100 years later, a burning passion for cigars continues to inspire the Fuente family. As they pass down to their children the culture and traditions of Arturo Fuente, the Fuente family will continue to make the world's finest cigars for generations to come.



The Magnum R line  
source - [arturofuente.com](http://arturofuente.com)

After years of development, Arturo Fuente proudly presents the Magnum R line of cigars. The Magnum R line features an exclusive Rosado sungrown wrapper, culled from the lower primings of fine Ecuadorian tobacco plants and aged for nearly a decade. It is these rare and delicate wrapper leaves that create this complex, balanced smoke.

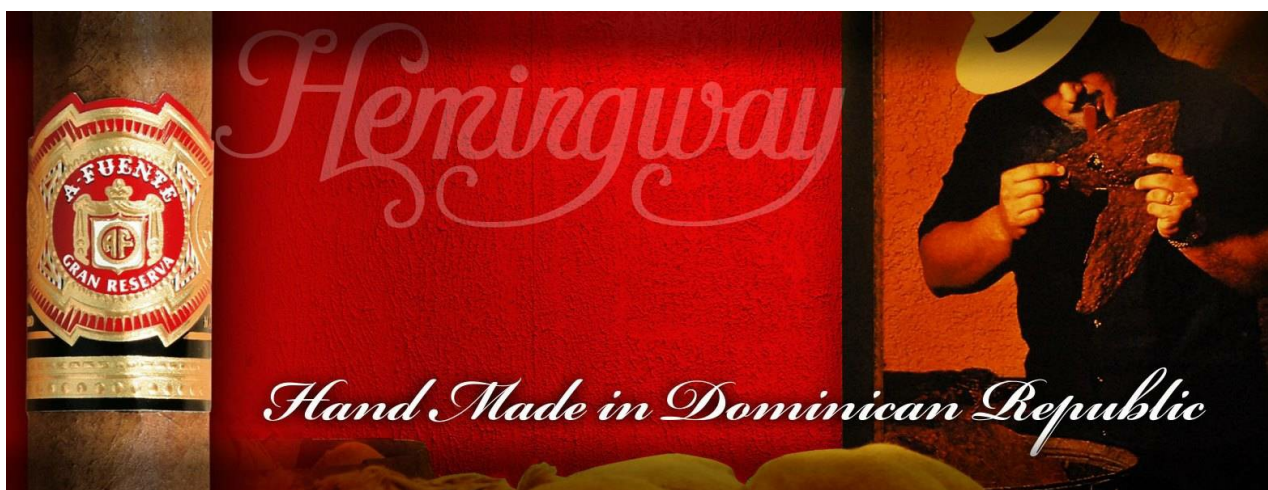
The Magnum R cigar appeals to cigar lovers who enjoy a creamier and smoother cigar experience without sacrificing flavor. With a distinctive, sweet finish and elegant, complex undertones, this cigar is destined to become another Fuente classic.

Strength: Medium; Shape: Robusto; Size: 5 x 52; Country: Dominican Republic;  
Color: Natural; Wrapper Origin: Ecuadorian Rosado Sungrown; Binder: Dominican Republic; Filler: Dominican Republic; Box Count: 25.



Magnum R Rosado sungrown  
source - arturofuentes.com

The Magnum R Rosado sungrown are released in 6 sizes and each one is named after their ring size: Vitola 52, Vitola 54, Vitola 56, Vitola 58, Vitola 44 and Vitola 60.



THE HEMINGWAY FAMILY OF CIGARS  
source - arturofuentes

A rich, African Cameroon wrapper over vintage Dominican filler give way to flavors both complex and refined. The slightly sweet flavor produced by the select African Cameroon wrapper is in perfect balance with the savory aroma. Flawless construction, a hallmark of Tabacalera A. Fuente, ensures an even burn and smooth draw, unquestionably among the world's most elite cigars.

Carlos Fuente Jr. is one of the most recognized faces in the world of cigars. The 51-year-old president of Tabacalera A. Fuente y Cia. is a passionate cigarmaker who finds inspiration in breaking new ground in the cigar business. He and his father, Carlos Sr.,

revived the perfect shape with their immensely popular Hemingway series of cigars and drove the demand for full-flavored smokes with their creation of the Fuente OpusX, the first successful cigar to be made with a Cuban-seed wrapper grown under shade in the Dominican Republic.

Company name: Arturo Fuente Marketing Ltd.

Contact person: Carlos Fuente Jr.

E-mail: [socialmedia@arturofuente.com](mailto:socialmedia@arturofuente.com)

Website: <https://arturofuente.com/>

Phone: -

Patent status: -

On market since: 1912

Regions: United States

Industries: Consumer products

Source links: [Arturo Fuente Marketing Ltd.](#)  
[ORIGINAL VIDEO](#)

Direct link: [click here](#)



## GINJINHA SEM RIVAL IS UNIQUE LIQUEUR FROM LISBON

Lisbon sweet liquor 'ginja' or, as it is affectionately called 'ginjinha', for almost two centuries has success both among residents of the capital and countless visitors. Ginja Sem Rival, founded by João Manuel Lourenço Cima, was patented in 1909 and, years later (1935), the business was inherited by his two children Víctor Manuel and José Agapito. The business remains in the same family, and Nuno Gonçalves already represents the fourth generation as a liquor maker. It is often said that those who tell the truth do not deserve punishment. In the case of João Manuel Lourenço Cima, founder of Ginja Sem Rival, around 1890, the old maxim could not be more correct, because, until today, this is a business that continues to fascinate the fondest of sour cherry liquor. Always located in nº 7 of Portas de Santo Antão street, in a building whose owner was the iconic Vasco Santana, the establishment is often referenced by the name of the street itself and has a definite family sieve.





Lisbon sweet liquor 'ginja' or, as it is affectionately called 'ginjinha', for almost two centuries has success  
source - lisboanossa.pt

Turning the clock back, inventors came to the activity that catalyzed the creation of the brand: the production of liqueurs and syrups, made with great mastery by João Manuel Lourenço Cima, great-grandfather of Nuno Gonçalves. The original recipe, still used today in the artisanal production of liquor.

The famous brand was patented in **1909** and, years later (1935), the business was inherited by his two children Víctor Manuel and José Agapito. The house continued to gain fame and became a meeting point, par excellence, in Lisbon, with individuals from all walks of life and age groups meeting in Ginja Sem Rival for a drink and chatting. Joao Manuel Lourenço Cima was indeed an accomplice in the metropolis' swing, at a time when Amália was still a girl who came from door to door, barefoot, selling lemons, bought there to aromatize the capilé refreshment. He also made a lot of friends, one of which entails an interesting story: one of the usual customers, **Eduardo**, a clown at the Coliseu dos Recreios, used to mix several of the house liquors in one glass. **Joao Manuel Lourenço Cima** decided to create a new liquor, the ever-famous **Eduardino liquor**, after proving the blessed combination in honor and thanks to his friend and clown Eduardo. It is for all this, considered a genuinely alfacinha liquor, patented since 1908.

The business remains in the same family, and **Nuno Gonçalves** already represents the fourth generation as a liquor maker. They were charged with continuing to cultivate the good environment and name of the house, as well as production supported by Portuguese



producers of cherry fruit, scattered throughout the country. This is a house that is present in all tour itineraries. The little balcony fills up with the usual guests or national and international tourists who can not resist the appeal of the picturesque and traditional establishment. According to Nuno Gonçalves, from the richest to the poorest, everyone drinks a glass of ginjinha, or Eduardino, when it passes through the Portas de Santo Antão.



Ginja Sem Rival was patented in 1909 and, years later (1935), the business was inherited by his two children Vítor Manuel and José Agapito  
source - lisboanossa.pt



The production of liqueurs and syrups, made with great mastery by João Manuel Lourenço Cima, great-grandfather of Nuno Gonçalves  
source - lisboanossa.pt



Joao Manuel Lourenço Cima decided to create a new liquor, the ever-famous Eduardino liquor  
source - lisboanossa.pt

Company name: Ginja Sem Rival  
Contact person: Nuno Gonçalves  
E-mail: [ginjasemrival@gmail.com](mailto:ginjasemrival@gmail.com)  
Website: [www.lisboanossa.pt](http://www.lisboanossa.pt)  
Phone: +351 938 738 855  
Patent status: -  
On market since: 1909  
Regions: Portugal  
Industries: Food and Drink, Consumer products  
Source links: [Ginja Sem Rival](#)  
Direct link: [click here](#)





# ARMAND DE BRIGNAC IS THE NEW REFERENCE OF LUXURY CHAMPAGNE

The Cattier House elaborates its champagne from the vineyards to the bubbles with a traditional and creative mind to guarantee exceptional quality. 12th and 13th generation wine growers, Jean-Jacques Cattier and his son, Alexandre, crafted the prestige cuvées of Armand de Brignac. Their dream was to create champagne of the most exceptional quality, that would represent the best of the best from the region, where their family has grown vines for more than 250 years. The Cattier family is based in the Montagne de Reims and own 33 hectares of vines across some of the most lauded crus in Champagne, including the villages of Rilly-la-Montagne, Chigny-les-Roses and Ludes. The fruit selection is guided by the intimate knowledge the Cattier family have of the tapestry of vineyards in Champagne, after working the land for more than 250 years. Sustainability is a core principle of the Cattier's vineyard management and their owned lands are certified HVE level 3 – the highest grading from the French government – acknowledging the level of care they give to the environment, to protect it for future generations.

In the early 2000s, Jean Jacques Cattier aimed at creating a luxury Champagne brand with a different approach than a historic one. The philosophy of this cuvee was to respond to a double and ambivalent imperative: be innovative while remaining traditional. The answer to this aspiration was to place innovation both in packaging and tradition, with knowledge in the champagne production. The first blends were defined according to a strict selection of Crus. Every step was carefully considered with one single guideline: the choice of excellence! To create the bottle design, Champagne Cattier selected metalized bottles, already used by the house in the 90s for the fashion designer Andre Courreges. Each color corresponding to a specific wine. And for the labels, Champagne Cattier chose pewter. The final bottle was perfected in collaboration with a US partner that contacted in the meantime for a distribution agreement. Champagne Cattier granted them an old brand: **Armand de Brignac**.



Each color corresponding to a specific wine  
source - cattier.com

Initially, this brand was created by Nelly Cattier in the 50s for a specific and exclusive distribution with a Parisian customer, who finally didn't use it. She was inspired by a novel she read and loved and whose main character was Mr. De Brignac. Jean-Jacques revived this brand again in tribute to his mother who worked her whole life for the expansion of the firm. The first release from Champagne Armand de Brignac, the Brut Gold remains the most iconic cuvée in the range. Only including the very first and freshest portion of the cuvée press, in order to produce the very best champagnes possible, is a winemaking signature of Armand de Brignac. This intense selectivity and meticulous attention to detail ensure the juice abounds with vibrant fruit character, soft texture and balanced acidity.



In the early 2000s, Jean Jacques Cattier aimed at creating a luxury Champagne brand with a different approach than a historic one

source - cattier.com

Each bottle of Champagne Armand de Brignac is finished with a unique dosage, which comprises the finest base wine of the harvest, aged for one year in new French Oak. This winemaking touch provides subtle complexity to the finished cuvées, introducing hints of baked pastry, vanilla and toastiness. **Unique to Champagne Armand de Brignac is the blending of a trio of vintages.** Each assemblage brings together the unique characters from three distinct harvests while maintaining a powerful lineage from blend to blend.

**2006** was the year of the release of the first bottles of Armand de Brignac in the USA. Very rapidly this Champagne was adopted by the **US singer Jay-Z who decided to feature it into a music video for one of his songs.** This unexpected highlighting triggered a 'big bang' for Armand de Brignac and the beginning of a wonderful story for Champagne house.

**2010** was the year of oenological consecration: Armand de Brignac Gold Brut was awarded best Champagne in the world, during a blind tasting hosted by the international journal **Fine Champagne Magazine** including the most prestigious Champagne brands and carried out by sommeliers, Masters of Wine, winemakers and other experts. Armand de Brignac is now a key brand in the world of luxury and has become champagne acknowledged for the exceptional quality of its wine.





Armand de Brignac is now a key brand in the world of luxury  
source - cattier.com

Company name: Champagne Cattier

Contact person: Alexandre Cattier

E-mail: [champagne@cattier.com](mailto:champagne@cattier.com)

Website: [www.cattier.com](http://www.cattier.com)

Phone: +(33) 03 26 03 42 11

Patent status: -

On market since: 2000

Regions: France

Industries: Food and Drink, Consumer products

Source links: [Champagne Cattier](#)  
[Armand de Brignac](#)  
[Original video](#)  
[Original video](#)

Direct link: [click here](#)



# LLADRÓ IS THE MAXIMUM EXPRESSION OF HANDCRAFTED PORCELAIN

Lladró S.A. is the family-owned company and designs and sells porcelain home décor products. The company provides products in the categories of lighting, lithophanes, fantasy, bridal and romanticism, horses, high porcelain, mirrors and wall art, oriental traditions, women, other animals, vases and decorative, men, angels, Spain and traditions, children, Christmas, re-deco, Christianity and Judaism, ballet and circus, naturofantastic, sculptures and nudes, Buddhism and Hinduism, sports and professions, jewelry accessories, flowers, motherhood and families, and dogs and cats. It markets and sells its products through its boutiques in New York, Beverly Hills, Moscow, Tokyo, London, Beijing, Hong Kong, Shanghai, Singapore, Delhi, Mumbai, Madrid, Barcelona, and Valencia, as well as through retailers worldwide. The company was founded in 1953 and is based in Valencia, Spain.

## History

**The 1950's: The beginning of the adventure.** In 1953, at their home in the village of Almàssera, they began to make their first plates, vases and ceramic figurines inspired by the works of the great European manufacturers of Meissen, Sèvres and Capodimonte. It is in this period that the modeling of flowers or the complex treatment of tulle first appeared, examples of virtuoso techniques that we still find today in many of the brand's creations. At the end of this decade, Lladró opens its first store in Valencia.

**The 1960's: The consolidation of a style.** Fruit of constant artistic restlessness, at this time a unique and distinctive style is forged, with elongated lines, which makes Lladró works world-famous. In a demonstration of dexterity and mastery in handling material, the pieces become increasingly more complex and dynamic, challenging the laws of gravity. Lladró introduced the revolutionary single-firing method which soon replaced the tradition triple-firing. This pioneering method also helped to define another hallmark of the brand: the characteristic pastel tones of a large part of its work. In 1965, with little more than a decade to its credit, Lladró entered the American market. And in 1969, Lladró opened its current headquarters in Tavernes Blanques (Valencia).

**The 1970's: Recognition.** The 70s are years of feverish activity and creative maturity. The quality achieved leads Lladró to undertake more ambitious works, the first limited series are born and the definitive international recognition arrives. After intensive research, it begins to work with gres, a new material that opens up a whole world of expressive possibilities. The particular resistance of this material and its characteristic earthy tones expand the creative resources of Lladró's artists.

**The 1980's: Reaching new heights.** In the 1980s, the constant search for new ways of expression continued apace. Greater control of porcelain enabled creations that show an extraordinary mastery of modeling. In singular collections like Sculptures, Caprices or Goyescas, the artists' imagination is carried away by fantasy and the pleasure of creation. In this decade Lladró reaches two major milestones in its international expansion. In 1986 Lladró disembarked in Asia with subsidiaries in Japan and China. And in 1988 it opened its first museum and gallery in New York City, on Fifth Avenue in Manhattan. And the process of internationalization continued steadily in emerging markets like Russia, Eastern Europe or India.



Lladró S.A. is the family-owned company and designs and sells porcelain home décor products  
source - lladro.com

**The 1990's: Excellence.** In the nineties Lladró produced many highly complex period scenes, most of them incorporating vivid floral compositions which represent the greatest expression of the painstaking attention to detail and know-how of Lladró artists. In 1995 the first Lladró boutique opened in Tokyo, in the fashionable district of Ginza; in 1996 its first own store opened in calle Serrano, the exclusive street in Madrid, and in 1997 the Beverly Hills boutique opened its doors in Rodeo Drive. In this decade Lladró receives two prestigious awards: the Príncipe Felipe Prize for Internationalization in 1993 and the Príncipe Felipe Prize for Competitiveness in 1997.

**The 2000's: New Paths.** Lladró takes its expressive potential to new heights in High Porcelain, a collection of pieces with extraordinary artistic and technical quality, destined to form a select group of masterpieces within the brand's production. At the same time, Lladró reinvents itself with sculptural pieces in matte white porcelain or dynamic and expressive pieces decorated in vivid colors. This diversity of product is reinforced with the collaboration of outstanding external designers such as Jaime Hayon, Bodo Sperlein and Culdesac, who add their personal and artistic universe to Lladró's work in a fruitful creative exchange. In 2006 and 2009 Lladró opens two boutiques in Moscow, at the prestigious Petrovsky Passage and GUM mall, respectively. In this decade Lladró received



the Príncipe Felipe Award for Renowned Brand Management (2002).



Lladró porcelain is still handcrafted in Spain, at the company's only factory in the world, located in Valencia  
source - lladro.com

**The 2010's: Diversification.** Lladró intensifies its creativity in functional lines of lighting, home accessories and jewelry, reinforcing its position as a porcelain brand that represents a contemporary, elegant and exclusive lifestyle. Collaborations are also intensified in a fruitful creative exchange with renowned external designers such as Paul Smith, Rolito or Gary Baseman. In 2012 the Lladró Boutique in New York City opens its doors at 500 Madison Avenue.

### Know how

At an unhurried pace and with the same loving care and attention as once lavished by alchemists of old, Lladró porcelain is still handcrafted in Spain, at the company's only factory in the world, located in Valencia. The so-called "white gold" in the Chinese Tang dynasty (618-907 AD) is made up of minerals such as kaolin, quartz and feldspar, with which Lladró creates up to 32 different types of porcelain of the highest quality for its varied range of products.

The birth of Lladró porcelain begins with the original idea of its author. With his hands



and traditional tools, the sculptor gives shape, in clay or plasticine, to a sketch based on his own inspiration and a painstaking process of documentation that, in the case of human figures, it often requires live modeling.



The birth of Lladró porcelain begins with the original idea of its author  
source - lladro.com

Once the sketch has been modeled, the exciting artistic development of the original model begins. The technical team must visualize and define the fragments in which each piece will be broken down in order to reproduce it later. There are creations so complex that they need to be divided into more than 400 fragments.

This initial fragmentation enables the first reproduction of the different parts in alabaster, a highly resistant material on which sculptors and ornamentalists, with craft techniques of carving and engraving, etch to the smallest detail the faces of figures, architectural elements, vegetation or clothing.

These fragments will form the basis for the die set to create the matrix molds, that are used to obtain the definitive molds. This carefully executed artistic process, from the birth of the idea until the model is ready to be reproduced in porcelain, can take up to five years for the most complex creations in the High Porcelain collection.



To bring the piece to life, their definitive molds are filled with liquid porcelain that slowly sets inside  
source - lladro.com

To bring the piece to life, their definitive molds are filled with liquid porcelain that slowly sets inside. With great care, the artists carefully extract the parts of this magical puzzle and recompose them. The molds deteriorate with use, so every once in a while it is necessary to re-create them from their original matrix.

Another key moment in this creative phase is the decoration of the piece. With over 4,000 different colors, the Lladró palette is in constant evolution, continuously adding new tonalities created expressly for some pieces.

And finally, the key moment arrives: the firing in the kiln. As the artists say, porcelain is alive and it is in the kiln where the success of each creation will be judged. In the kiln, the piece undergoes temperatures of up to 1,300°C (2,500°F) for a whole day and the true Lladró colors come to the surface.

During the process, the porcelain paste loses water and its size is reduced by about 15%. Ensuring that this reduction in size is uniform and that the piece does not suffer any damage, is one of the biggest miracles that take place at Lladró. In the most complex pieces, a porcelain support system is used, which is almost a feat in engineering itself and

supports the piece in areas that are difficult to balance. Another key moment in this creative phase is the decoration of the piece.

This complex and laborious process is the only one capable of guaranteeing the degree of excellence that has won Lladró worldwide recognition. The search for perfection also extends to quality control, where the finished sculpture undergoes various tests that certify that it fulfils the high standards demanded by the brand.



Lladró creates up to 32 different types of porcelain of the highest quality for its varied range of products  
source - lladro.com

Excellence is also applied in the packaging, customized to the individual features of each piece in order to ensure that it reaches its final destination safely and in perfect conditions.

Company name: Lladró S.A  
Contact person: -  
E-mail: [customer-services@es.lladro.com](mailto:customer-services@es.lladro.com)  
Website: [www.lladro.com](http://www.lladro.com)  
Phone: +34 963187000  
Patent status: -  
On market since: 1953  
Regions: Spain  
Industries: Consumer products  
Source links: [Lladró S.A](#)  
Direct link: [click here](#)



## CREED: LUXURY FRAGRANCE' S FOR MEN & WOMEN

Creed is a British multi-national perfume house, based in Paris, it was originally established and founded in England as a tailoring house in 1760 based in London by the antecedents of French British fashion impresario Charles Creed, and became known for fragrances from the 1980s. Creed is a niche perfume house, which has boutiques in Paris, London, New York City, Dubai Mall, and Kuwait in addition to stands in high-end retailers across the world. The house purportedly creates its perfumes in-house by two perfumers: a father and his son. The current generation consists of Olivier Creed (who is credited for Green Irish Tweed, Millesime Imperial, Silver Mountain Water, and Aventus among others) and his son Erwin Creed. The House of Creed is known to only use the best ingredients. And because it only uses the best of each harvest, the Perfume House is at the mercy of Mother Nature. If a certain ingredient is not up to the Creed standard, they would rather wait until the next harvest than use subpar ingredients in their fragrances.



The Creed 'Millesimes' have been created from essences of great quality. The word Millesime comes from the world of wine, translating from the French to mean a great vintage, vintage referring to a particular year and place from which the quality of wine was superb. One of the unique joys of a perfume which is high in natural oils is that while the quality always remains 100%, the accents of the scent will vary bewitchingly with every vintage. The perfume becomes a living entity, as animated and arbitrary as any of its wearers. Each harvest will yield flowers of a slightly varying fragrance depending on hours of sunshine and rainfall. With Creed fragrances, the finished Millesime perfume will always follow the same identical formula, but also breathe out an individual signature, just as a precious wine will vary subtly from year to year. Here is the magical mystery and sophistication at the heart of Creed.



Love In Black is a daring, floral fragrance full of spicy warmth and mystery  
source - [creedboutique.com](http://creedboutique.com)

2009: The House of Creed opens up the Creed Boutique in New York City and launches [CreedBoutique.com](http://CreedBoutique.com).

2010: Olivier Creed introduces **Les Royales Exclusives**, an exquisite collection expressing fragrances as fine art in every sense. The collection features flacons made of hand-crafted Pochet glass and fragrances created from the highest quality ingredients

from around the world.



A sensual, audacious and contemporary scent, Aventus is inspired by the dramatic life of a historic emperor who waged war, peace, and romance with equal magnitude  
source - [creedboutique.com](http://creedboutique.com)

2010: **Aventus**, inspired by the strength and success of a historic French Emperor, debuts and instantly becomes the best-selling men's fragrance from Creed. Superb ingredients blended by Olivier Creed, a must-have for the individual who savors a life well-lived. Perfect for the spirited and confident, Aventus opens with tantalizing top notes of blackcurrant and Italian bergamot, blended with Calville Blanc apples and sparkling pineapple. A woody and heady centre is complemented with notes of roses, Jasmine blossom, and patchouli, while a rich base of oakmoss, ambergris and a touch of vanilla provide a final flourish to this sophisticated scent.

2015: A sought-after vaulted icon is reborn with the introduction of Royal Mayfair. Nearly 80 years after its original commission by the Duke of Windsor, the aptly named fragrance (formally known as Windsor) debuts as daring and modern as it was then, to celebrate all men of style and London's most desirable fashion destination.



The Creed's collection  
source - creedboutique.com

**2016: Royal Princess Oud** debuts as the first scent inspired by the family's couturier legacy born from the early 19th century volumes of fashion sketches made by Third Generation Henry Creed II for the most stylish socials in history. Created by Olivier Creed, this women's fragrance is a woody floral with iris at the heart and oud at the base. Like the glamorous ritual of bespoke dressing, the scent is like a modern day little red dress.

**2016: Aventus for Her** debuts as the irresistible feminine counterpart to the legendary Aventus. Nearly three years in the making, this olfactory celebration of femme forte (strong women) was highly anticipated before its triumphant unveiling. The Aventus for Her spirit lives in every woman; she is poised with inner strength and radiance, and leaves an indelible mark on all she touches.

**Inspired by history's most powerful women** - from royalty and visionaries to artists and writers – whilst heralding the strong, modern woman of today.

Opulent and sensual, this fruity floral scent opens with accords of crisp green apple blended with fragrant pink pepper and sparkling Calabrian bergamot. Aventus for Her

blossoms into a magnificent floral heart of dewy rose, exotic sandalwood with a irresistible base of amber, ylang-ylang, and peach.



Aventus for Her marks the irresistible feminine counterpart to the legendary Aventus  
source - [creedboutique.com](http://creedboutique.com)

2017: Viking debuts, The House of Creed's first men's launch since 2010. The fiery and daring scent was inspired by the craftsmanship of longships, a centerpiece of the Viking age. Masterfully created by Olivier Creed, the woody citrus scent bottles the spirit of boundless exploration for the modern man who pushes himself to be fearless in all aspects of his journey in pursuit of the challenge and his thirst for discovery.

Inspired by the incredibly crafted longships, a centerpiece of the **Viking Age** and one of the greatest design feats of the ninth century. A symbol of voyage and undeniable perseverance, longships were carefully designed for the skilled seaman who embodied unbridled determination to conquer.

Whether you're treating yourself or a loved one, the new luxury engraving service allows you to customise your Creed perfume and aftershave bottles with a personal message. With a choice of three elegant fonts across the bestselling fragrances, Creed engraving offers the ultimate personalised gift for that someone special.

Discover Aventus For Her, Love In White and Acqua Fiorentina with This exclusive Discovery Coffret. Inside you will find a 10ml atomiser and three 10ml glass vials of

fragrance that can be interchanged depending on your mood.



Women's Fragrance Discovery Set  
source - [creedboutique.com](http://creedboutique.com)



Company name: Creed Boutique

Contact person: -

E-mail: [customerservice@creedboutique.com](mailto:customerservice@creedboutique.com)

Website: [www.creedboutique.com](http://www.creedboutique.com)

Phone: + 1 877 532 2733

Patent status: -

On market since: 1760

Regions: France, United Kingdom

Industries: Consumer products

Source links: [Creed Boutique](#)  
[ORIGINAL VIDEO](#)

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