



Press Release

Catrice launches new social media avatar Iris

Sulzbach, Germany, 7 November 2023 - Catrice, the popular cosmetics brand from cosnova, is introducing its new virtual team member, Iris. The AI-generated avatar provides inspiration on the latest trends and hip looks for the brand's fans on Instagram and TikTok.

Iris is now an integral part of the Catrice beauty brand: As an avatar, she is always on the lookout for inspiration and is a real pro when it comes to tracking down the latest make-up and beauty trends.

"With Iris, we are creating a unique link between the values of our brand and current topics such as digitality and artificial intelligence. At the same time, Iris serves as a virtual trend expert for the brand's fans: the avatar aims to inspire our target group in a new way and get them excited about trends," says Isabelle Scheich Bandar, Director Catrice at cosnova.

Developing unique inspiration with artificial intelligence

Iris is more than just an avatar. Her source code reflects the essence and values of Catrice and embodies the passion for beauty and trends. Iris wants everyone to discover their own magic and bring it to life. Her goal as a global avatar is to inspire the international community to discover their own uniqueness and to provide them with the latest trends in beauty, fashion & co. Her own look also reflects the modern zeitgeist: the inspiration for her name can be found in the binary code that runs through her iris; in addition, she has been styled with innovative products from the Catrice METAFACE Limited Edition.

With Iris, cosnova is setting another example of innovation in the beauty industry. The avatar is now online and inspiring the community on the Catrice channels on Instagram and TikTok.

ABOUT COSNOVA BEAUTY

cosnova Beauty has its headquarters in Sulzbach/Germany and is managed by the Managing Directors Mathias Delor, Javier González, Gesine Hild, Dennis Martin, Thorsten Mühl, Christina Oster-Daum, Hilko Prah, Stefan Weinmiller and Yvonne Wutzler. cosnova employs around 800 people around the world. The cosmetics brands essence and CATRICE are now sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries, fashion chains as well as various online trade partners. In addition, essence and CATRICE are also represented with their own online shops.

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