

Borghese Cosmetics

BORGHESE

Project Scope

- Advertising
- Customer Relationship Management
- Direct Mail
- E-commerce Website Development
- E-mail Marketing
- Product Photography
- Promotions & Giveaways
- Retail Packaging
- Training for Beauty Advisors
- Website Maintenance
- Website Hosting
- Search Engine Marketing/Optimization
- B2B Spa Website Development



About Borghese Cosmetics

As the Essential Italian Beauty Company, Borghese is more attuned than ever to the runways of Milan, with colors, textures and beauty moods influenced by the top designers. At Borghese, makeup with polished skin is the most modern fashion accessory a woman can have. That's why the luxurious Acqua di Vita spa products have now been successfully extended into a commercial spa & skin care line for everyday use. Borghese cosmetics communicate confidence and style to add that must-have pizzazz.

Retail Distribution

Bloomingdale's
Lord & Taylor