British Beauty Brand Tours Paris with New Taxi Ads

Wednesday 9 December, 2015

A new taxi advertising campaign has been coordinated by **London Taxi Advertising**, taking the Crabtree & Evelyn London brand to the streets of Paris.

The new campaign promotes the **Crabtree & Evelyn** pop-up store in the French capital, as part of the fantastic British Beauty Festival curated by feelunique.com. The full livery cabs showcase Christmas-themed Crabtree & Evelyn branding, whilst also carrying a stand-out British theme to promote the rest of the beauty festival.

The collaborative effort between feelunique.com and Crabtree & Evelyn encourages Parisians to visit the pop-up store at 121 Rue Vielle du Temple until 13 December.

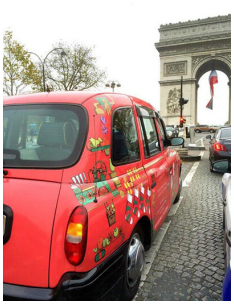
Founded over 40 years ago, Crabtree & Evelyn has grown to be recognised worldwide and is respected for its original fragrances, fine foods and gorgeous gifts.

The cosmetics and beauty supplier is now bringing its benefit-rich bath, body and home products to the streets of Paris as part of its **pre-Christmas marketing** push.

Crabtree & Evelyn's products are available this Christmas from feelunique.com, Europe's largest online premium beauty retailer.Sales Director of London Taxi Advertising, Paul Tremarco, said:

> *"London Taxi Advertising is delighted to bring the fantastic British brand Crabtree & Evelyn to the streets of Paris with this new cab campaign. The full livery ads look superb and will undoubtedly have a strong presence in the city and make a big impact amongst a Parisian audience as the Christmas shopping rush gets underway."*

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