



CONNEXIA

Creativity in Love with Data and Technology

Collistar picks Connexia to be their marketing partner

The beauty brand has launched a collaboration with independent agency Connexia to create a marketing strategy for all the brand's 100% Made in Italy lines.

Milan, October 4th, 2021 – After a **tender** involving several key industry players, **Collistar**, an unparalleled leading Italian beauty and perfume brand, has commissioned **Connexia** as their exclusive creative development partner for **marketing all of the brand's lines**.

Founded in Milan in 1983 and quickly becoming a paragon of excellence worldwide, Collistar owes its success to its continuous pursuit of **quality** and **innovation**, as well as its firm commitment to “**sustainable beauty**”. The **Connexia team, under the creative direction of Clio Zippel and client management of Stefania Predoti**, will work alongside Collistar and their **Creative Director Michael Loos** to reposition the brand with marketing aimed at the women of today who find themselves facing new situations and new routines, rethinking everything from working from home to “free time”.

*“We're excited that Collistar, an iconic Italian brand renowned worldwide, has chosen us to support their company in setting out a marketing strategy for their flagship products targeted at women. – says **Stefano Ardito, Connexia's Chief Growth Officer** – And we're even more pleased with the synergies that have emerged within our team, already well-adjusted to working on product campaign projects that have come online over the last few months, which allows fresh ideas and innovations to be generated for all the brand's touchpoints (both ATL and BTL) and across the entire marketing plan.”*

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 140 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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