

Primall Media signs Elizabeth Arden

Juicy Couture and Dirty English are the two latest Liz Claiborne fragrance brands, globally marketed and distributed by Elizabeth Arden, to utilise Primall Media's shopping mall advertising media to raise the profile and boost purchase of both brands.

The Primedia Unlimited subsidiary has ensured Elizabeth Arden dominates key areas in the V&A Waterfront in Cape Town, Sandton City in Gauteng and Gateway in KwaZulu-Natal for an intensive one month period.

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