

The name's Bond... James Bond and I'll shoot you with this lipstick if you don't watch it!

It was the guys' stuff first, the cell, the car, and now it's the ladies turn. MGM and Revlon have made a promotional partnership which is bound to work.

 By [Sean Inggs](#) 8 Apr 2002

We can all recall that first it started with the super cool cellphones that could drive BMW's (certainly something that would be fun to have in SA once they hi-jacked your car) and now it seems that Bond's weakness, the Bond girls, are now getting the promotional special treatment as well.

The film studio MGM and the cosmetic giant Revlon have made a promotional partnership where they will make the new Bond girl, Academy Award-winning actress Halle Berry (who saw the Oscar moment..? sheesh), part of the global campaign where it will also make their "Unforgettable Women" position even stronger.

"We are partnering with a film that celebrates strong, independent women who make their mark and are, in our minds, unforgettable," said VP of brand exposure for Revlon, Kirsten Patrick-Petersen.

This does create a few questions on what are the creators of the new Bond film, titled 'Die Another Day', a going to have up their sleeves regarding gadgets. Are we going to have a lipstick that fires miniture nuclear rockets? Or a lipstick that can paralyse you after one kiss? You'll have to see the movie to find out now, which should be finished around November.

Revlon is of course not the only one excited, as the Senior VP of worldwide promotions MGM's Distributio Company, Mary Goss Robino, says "'Die Another Day' is an incredibly exciting project, and we're partnerir with vivid and vital brands that accentuate our promotions' distinctiveness".

Seems like the Bond girls will soon have looks to die for... coming soon.

Source: [Film Stew](#)

ABOUT SEAN INGGS

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