U PROMOTION

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26. A CELEBRATION OF WOMEN IN FILM AT THE 65TH CANNES FILM FESTIVAL

The Independent Filmmaker Project (IFP), Calvin Klein Collection and Euphoria Calvin Klein celebrated women in film at the 65th International Cannes Film Festival. The event, held at a private villa, celebrated actors Diane Kruger, Naomi Watts, Ludivine Sagnier, Shailene Woodley and Jessica Chastain. IFP's Executive Director Joana Vicente served as one of the evening's hosts. It was announced that Ms. Stone will be featured in the new global advertising campaign for euphoria Calvin Klein, which will break worldwide in October. Since Fall 2010, Ms. Stone has been the face of Calvin Klein's global advertising campaigns for Calvin Klein Collection, CK Calvin Klein, Calvin Klein Jeans, and the CK one lifestyle brand, including the new CK one color cosmetics campaign.

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27. LA MONTRE HERMÈS HOSTS SPECTACULAR "TIME TO DREAM" EVENT IN DUBAI

To celebrate the launch of the awe-inspiring horological complication Arceau Le Temps Suspendu, La Montre Hermès held a spectacular concept event at the Park Hyatt, Dubai. CEO Luc Pernamond and renowned watchmaker and mastermind behind the award-winning timepiece Jean-Marc Wiederrecht hosted "Time to Dream". Guided by Hermès through the maze of an idyllic and imaginary world, visitors experienced the true poetry of the passing hours, poised amid their own dreams.

28. MICHAEL KORS OPENS FIRST FREESTANDING STORE IN SPAIN

Michael Kors is pleased to announce the opening of its inaugural store in Spain. The glamorous single-level space is located on Serrano, Madrid's most prestigious shopping boulevard, an ideal setting for the Michael Kors brand to reach its jetset clientele. The 2,700-square-foot shop, at Serrano 32, features both the Michael Kors and Michael Michael Kors ready-to-wear labels and Michael Kors and Michael Michael Kors accessories, including handbags, small leather goods, footwear, eyewear, watches and fragrance. The signature Michael Kors collection, known globally for its luxe sensibility, has been specially situated in its own exclusive area overlooking a beautiful garden.

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29. BASSMA LEBANESE HUMANITARIAN ORGANIZATION COMPETITION

BASSMA is organizing a competition to raise awareness on poverty among the university students under the theme: "Poverty in the Street". Take 10 beautiful pictures full of emotions of children and elderly that are struggling with poverty. You can also show poverty in many different ways, not necessarily by targeting people. A first selection of the most beautiful 50 pictures will be chosen by a jury of professionals and posted on BASSMA's FanPage on Facebook.

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30. STAR ACADEMY WINNERS GET BRAND NEW JUKES FROM NISSAN

Nissan Middle East has delivered two brand new Juke crossover SUVs to winners from last year's hit pan-Arab reality TV show Star Academy. The first was delivered to Nesma Mahgoub of Egypt, winner of the overall Star Academy contest, while the second went to Gilbert Simon of Lebanon for winning the 'Jukeband' competition to create a soundtrack for the first Juke TV commercial. The Juke, a compact SUV with sports car styling, combines attitude, modish style and energy with a mischievous sense of fun.