

## **Press Release/Raymond Nadeau Partners with Brand Visionaries**

June 27, New York, N.Y. "The Geeks Have Gone Gucci"  
More on P&G's new fall fragrance launch.

P&G announces new Gucci Fragrance. What's in a name? Bernd Beetz, CEO of Coty Inc. addressed WWD's CEO conference several years ago, commenting, "The Geeks Have Gone Gucci". How right he was. Raymond Nadeau, Former Global Creative Director and VP of New Ideas for Coty Inc., currently principal of LBLM Communications/Advertising and , and among other things, partner in Brand Visionaries LLC, founded by Mark DeFanti, Ph.D, Brand Visionaries' Founder and Chief Brand Visionary and full time assistant professor of marketing at Providence College , announced that Brand Visionaries LLC, a full-service branding consultancy in Rhode Island specializing in brand portfolio strategy, brand analysis, brand valuation, brand strategy, and corporate design, recently sold the registered U.S. trademark for Gucci's new fragrance to Procter & Gamble International Operations SA Corporation for the forthcoming Gucci fragrance.

The trademark/name for the new Gucci fragrance is inspired by both a mixture of intuition and a very logical, academic approach to naming/branding that would be more expected from F.I.T. than Providence College, in Rhode Island, where DeFanti is an Assistant Professor of Marketing.

Although the name will be officially disclosed by Gucci, it's already been confirmed that actress Evan Rachel Wood will be the spokesperson and bloggers everywhere have already begun to leak their guess as to the new fragrance's name.

Brand Visionaries won't confirm or deny the speculation, but does take pride knowing that one of the world's most iconic brands recognized the timely, compelling, daring connotations of the trademark and set aside the stereotype that only the "uber-hip", anti-academics of the world are capable of creating concepts and/or that are reflect both cutting-edge style and remarkable strategic consumer insight.

With a methodology inspired by his work in the classroom – and extending in actual curriculum that is intertwined with various branding/naming/public relations initiatives, DeFanti represents the new face of "non-ivory-tower" academia and suggests perhaps a new model for both the cosmetics and fashion industries: It's cool to be smart – and - It's smart to be cool. Creativity and Strategy are a perfect marriage – a marriage overlooked or under-rated in a market and industry seemingly dictated to by fads and governed by divas.

According to DeFanti:

"No focus group could ever come close to the insight that I and everyone on the Brand Visionaries team gains via its access to fresh, unbiased, highly original young minds."

He goes on to say:

"Given the current Zeitgeist and Gucci's vision, the name will come as no surprise." Is it provocative? A little. Is it right-on-time? - of that you can be sure. "