

Beat: Lifestyle

## **LAETICIA CASTA AND LA MAISON COINTREAU LAUNCH THE COINTREAU CREATIVE CREW**

### **WORLDWIDE PHILANTHROPIST PROGRAMME**

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**USPA NEWS** - Laetitia Casta and La Maison Cointreau just announced the launch of the Cointreau Creative Crew in the Pompadour Ballroom at the Hotel Café Royal in London. A worldwide philanthropist programme curated by Creative Director Laetitia Casta, the Cointreau Creative Crew aims to develop women's freedom..

Laetitia Casta and La Maison Cointreau just announced the launch of the Cointreau Creative Crew in the Pompadour Ballroom at the Hotel Café Royal in London. A worldwide philanthropist programme curated by Creative Director Laetitia Casta, the Cointreau Creative Crew aims to develop women's freedom and encourage them to make their dreams a reality. Launching for the first time in the UK, this programme will culminate in one entrepreneur being awarded a £20,000 bursary to support their creative project which will be announced in Spring 2016.

Artist and curator, Charlie Herman and his team of professional artists Lily Lou, Tommy Pang and Yohan Masliah embodied the spirit of the Cointreau Creative Crew by creating vibrant, live art on the mirrors of the Pompadour Ballroom. Yohan Masliah from Paris painted a beautiful interpretation of a Cointreau bottle in his bold graphic style, Fashion Illustrator Tommy Pang produced stunning illustrations of the cocktail elements in the room, the 'Queen of Type' Lily Lou created striking typography, while Charlie Herman documented the evening through expressive, quick-paced drawings of guests in attendance.

Singer-songwriter Charlie Winston performed a song from his latest album Truth, followed by entertainment from DJ and presenter Harriet Rose.

Cointreau Creative Director Laetitia Casta said: 'We have created this programme with the greatest authenticity. Following in the footsteps of Louisa Cointreau, I'm privileged to be chosen to lead this amazing project and look forward to working with a team of leading creatives over the next year including Eva Longoria and Charlie Winston. This is a great opportunity for up and coming creatives to make their dreams a reality and I'm encouraging women across the globe to join the Cointreau Creative Crew and to Dream - Dare - Create!'

To help support and promote the next generation of creatives, Laetitia Casta has enlisted a powerful network of influential and creative talent who will contribute to a series of webisodes aimed at helping women showcase their talent and reach their creative potential

The successful candidate will be chosen by a jury of creatives including Laetitia Casta in April 2016.

Source : La Maison Cointreau

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