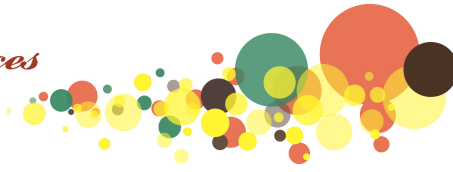




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## **IMAN Cosmetics Expands Marketing Reach To South Asian American Women Through International Film Festival Sponsorship**

Omerge Alliances aligns IMAN Cosmetics As The Exclusive Beauty Partner for the 2014 New York Indian Film Festival

New York, NY, April 30, 2014 – Global cosmetics beauty powerhouse, IMAN Cosmetics, is the exclusive beauty partner for 2014 New York Indian Film Festival (NYIFF). The NYC-based film festival will occur May 5-10, 2014 at Village East Cinemas and present 34 screenings (full schedule found at [www.iaac.us/NYIFF2014/index.htm](http://www.iaac.us/NYIFF2014/index.htm)).

Celebrating 100 Years of Bollywood at the 2014 New York Indian Film Festival, the oldest and most prestigious festival of its kind in the U.S., IMAN Cosmetics presents an exclusive screening of three Bollywood Films on Friday, May 9 at 6:15 pm at Village East Cinemas. The featured films include *Mrs. Scooter*, *My Dear Americans* and *Afternoon*. IMAN Cosmetics is offering 10 pair of free tickets to attend the May 9<sup>th</sup> screening via its “Bollywood Beautiful” Sweepstakes found at <http://bit.ly/1hqmpM3> through May 6. IMAN Cosmetics will also offer *Bollywood Eyes* mini-makeovers for each attendee to their screening.

“We are in awe of the incredible beauty of South Asian women and are thrilled to celebrate 100 Years of Bollywood with them through our partnership with the 2014 New York Indian Film Festival, and look forward to building deeper relationships in the community for years to come” says IMAN Cosmetics General Manager Desiree Reid.

This initiative was designed to elevate IMAN Cosmetics’ brand awareness and position specifically with South Asian women, living in the U.S., UK, and beyond. With its market positioning as the world’s foremost multicultural beauty brand for all women with skin of color, IMAN Cosmetics is engaging with the audience around their culture’s passion point, film.

“Given the theatrical makeup of women in Bollywood, having a beauty partner for the Film Festival was a natural fit,” says NYIFF President and Executive Director Aroon [Shivdasani](#). “And having a global industry leader such as IMAN Cosmetics will help us deliver a unique film festival experience.”

“IMAN has the broadest range of colors for women with skin of color globally for eyes, lips and face, bar none. We are excited to be able to help a brand with such a tremendous offering to women connect with their audience around consumer passion points such as film via the 2014 New York Film Festival,” says Omerge Alliances Founder Olivia Scott.

Press: Olivia Scott 646-325-3201

### About IMAN Cosmetics

Launched in 1994, IMAN Cosmetics is a maverick in the multicultural beauty category. It is the premier masstige cosmetics and skin care brand, masstige is the hybrid of prestige quality and mass-market availability & pricing. The brand’s key philosophy is “Beauty for Your Skin Tone.”



#### About The New York Indian Film Festival

The New York Indian Film Festival (NYIFF) is the oldest, most prestigious film festival screening premieres of feature, documentary and short films made from, of, and about the Indian subcontinent in the Independent, arthouse, alternate and diaspora genres.

Visit: [www.iaac.us/NYIFF2014/index.htm](http://www.iaac.us/NYIFF2014/index.htm)

#### About Omerge Alliances

Omerge Alliances is an integrated marketing consultancy specializing in driving affinity, choice and demand for beauty brands through strategic marketing, partnerships, and branding initiatives.