

Beat: Business

## Geir Ness Pampers at Fall 2016 Trend Show Nordstrom Oakbrook,IL

### Gifts With Purchase - A Sellout Success

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**USPA NEWS** - Fall Trend Show at Oakbrook Center's Nordstrom, Saturday, October 15th, 2016! Geir Ness is here in person and giving personal hand massages, plus purse gifts with his signature fragrance purchases of LAILA, GEIR + LAILA hand and body cream for dry and sensitive skin.

Fall Trend Show at Nordstrom, Oakbrook Shopping Center, Oakbrook IL on Saturday, October 15th, 2016! Geir Ness is here in person and giving personal hand massages, plus purse gifts with his signature fragrance purchases of LAILA, GEIR + LAILA hand and body cream for dry and sensitive skin.

Here's my interview with the Celerity Norwegian Fragrance Designer Geir Ness: I began by asking trend show guests after a personal Geir demonstration: Q: What do you think ladies? What do you think of LAILA? Their Answer: "Nice...very nice." And then Geir (GN) answered as well....

GN: GEIR, GEIR - The Power of Norway!

TB: Geir, tell us the inspiration and the story behind your sig fragrance here ...

GN: Well, because I grew up in Norway, I was always outdoors...so I wanted to wear something fresh, clean and light that gave me energy so I named it after myself, I couldn't come up with a better name for my own signature fragrance than my name...so here you have GEIR. And the womens' fragrance I named after my Mom "Laila." Both are inspirations. I wanted to name it after her being my best inspiration so...LAILA. Come to Nordstrom's and check it out at all the Nordstrom's stores or Nordstrom's .com.

TB: Is it exclusive to Nordstrom's.

GN: Yes.

TB: You can't beat that.

GN: Right.

TB: So tell us a little more about LAILA honey. Q: What are the fragrance notes in LAILA?

GN: This one has a lot of different herbs...it has fresh lavender, if you are allergic or sensitive - it is a great fragrance to wear because it stays clean and light on your skin. You know today a lot of fragrances have a tendency to be either too heavy, too floral, too citrus...too something. This just blends into your chemistry. That's why I had a person today who told I me she named her daughter after my fragrance. I have probably met ten people now to tell me the same thing. And (another story) some guy was in the back and said something smells so good...then he turns around to this woman who was wearing my fragrance, they exchanged phone numbers...got married...had a baby and named her after my fragrance. So with this one honey, watch out. They make great families!

TB: This is a sexy sexy man...and in shape.

GN: Dances for the camera. Come and see me.

TB: You are wonderful.

GN: Thank you!

TB: Geir what are some of your special gifts offerings today?

GN: Today we had reversible handbags, that we had just the fragrance with lip gloss in it cream and travel sizes of the parfum. Then I have frag in diff assizes small 1.7ounce, 3.4 fl ounces. The body cream usu sells out all the time, but we only have a couple more left of the body cream.

TB: Did I hear that right, did you say sold out?

GN: Yes! Sold out! Here is some body cream, massage cream that is for dry skin, so you can wash your hands and you're still moisturized...so come and see me you will love it!

TB: I love it. (Geir is rubbing the LAILA hand cream into my hands as I exclaim: "Oh my goodness, did my hands need this workout today. Feel my hands (asking Linda Archer – Nordstrom Associate) What do you think?

LA (Nordstrom Associate): Oh wonderful...

TB: We were talking about the notes in your fragrances, I've got to ask you for those of us who love to have our mens smell I mean a nuzzling fragrance...you can actually wear gear.

GN: GEIR...The POWER! And this one has woods, lavender, citrus...very clean...hmmm...here smell me I have it on.

TB: Leaning in to whiff and planting a light kiss on his cheek...laughing that's what it makes you want to do. I'm gonna get myself in trouble...but that's what you want. You want a very clean, soft nuzzling frag that can also be your man's signature scent and statement of his style. Don't you agree? ...that fragrance is fashionable? It is a part of your personal style.

GN: Exactly. And also its nice - its more exclusive. It's a fragrance that nobody will have...so when you wear it – its like your

own fragrance that blends into your chemistry very nicely.

TB: That's right...absolutely right and all the way from Norway. So if you haven't heard the story you gotta go back to its beginning, but def follow Geir he is very personable and he does engage those who follow him. Q: Where can they follow you Geir?

GN: I have Instagram (IG): Geir Ness, on my website which is GeirNess.com or Laila.com. You can follow me there so... come and see. When I do promotions at the stage at Nordstrom I will have it on my website as well. Or if you ever go to Disney World, Norway Pavillion – I will do promotion there next week at Disney!

TB: So you've answered my next question? That's where you're headed next, Disney?

GN: Yes. Disney World. Orlando at Epcot. You ever go on vacation to Disney? And you want to go their recent pavilion. They have the new ride the Frozen ride. Its amazing. You will love it and my fragrance is in the store there. The Epcot.

TB: So make sure you get the fragrance, and then dab a lil on before to get on the ride...and then you just waft it through the air.

GN: That's it honey and then you just "Let it goooo, let it gooooo."

TB: Singing together, let it go let it go-oooo. Thank you. For more photo footage I've posted (good) news that you can use and e-peruse go to #BondGirl007eNewsroom on Facebook at:<https://www.facebook.com/Bond-Girl-007-E-Newsroom-204441083078118/>

\*Geir Ness (born February 8, 1970) is a Norwegianperfume designer, entrepreneur, and humanitarian.[1] He is the designer and creator of the perfume Laila (pronounced Lila). (1) Wikivisually) Reference source: [http://wikivisually.com/wiki/Draft:Geir\\_Ness/wiki\\_ph\\_id\\_4](http://wikivisually.com/wiki/Draft:Geir_Ness/wiki_ph_id_4)

\*\*His personal appearance schedule may be accessed at [http://www.laila.com/Geirs-Personal-Appearance-Schedule\\_ep\\_44.html](http://www.laila.com/Geirs-Personal-Appearance-Schedule_ep_44.html) (Website)

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