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A-list Designer Rachel Zoe Signs with The PCA Group for Worldwide Distribution

New York, NY - The PCA Group - a worldwide leader in the beauty industry and recognized as the prominent source for licensing and distribution - has collaborated with a-list designer Rachel Zoe for worldwide distribution of her self- titled fragrance line.

Rachel Zoe, an established philanthropist, wanted to continue her contribution to society within her realm of design by curating her own, self-named fragrance line that is already being sold rapidly at high-end department stores and online platforms like Amazon.

Zoe has worked to revolutionize fragrance for women across the globe. Her fragrance line features four eclectic blends; *Warrior, Empowered, Instinct* and *Fearless*, crafted to bring out the best parts of you.

“My mission has always been to empower women to live a life of style and to be their most confident, beautiful selves,” said Rachel Zoe. “I wanted to create a scent for all of the courageous women who inspire and motivate me every day.”

“We’re excited to partner with another top-tier celebrity for distribution of their fragrance line,” said The PCA Group President Piyush Golia. “We have the resources they need to conduct worldwide distribution at our negative energy warehouse, quickly and efficiently using nothing but solar powered energy and the latest technology.”

“I wanted to be sure when choosing a distributor, they would be able to match my vision,” said Zoe. “After looking at the rapport The PCA Group had with other designers within the community, the choice was clear.”

The PCA Group was founded in 1993 with a mission to be a global leader in the beauty industry. Three decades later it has exploded into a \$700+ million dollar enterprise. With over 2,000 employees, the company has more than 70,000 retail doors covered through all retail channels including high-end luxury, mass/mid-tier, independents and eCommerce. The PCA Group is known for its licensing, distribution, and marketing capabilities and is a trusted partner for numerous designer fragrance and beauty brands like Derek Lam, Sally Hershberger, Ashley Benson, Addison Rae, Rebecca Minkoff, Thomas Kosmala, Maluma, Mercedes Benz, Fila, Furla, and others.

For more information on The PCA Group, visit www.thepcacompanies.com.
For more information on Rachel Zoe, visit shoprachelzoe.com.

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