Guy Laroche Will announce . . . its latest marketing campaign on Monday, October 1st, 2012

Bangkok – **Guy Laroche**, the renowned men's apparel line from France is organizing a media briefing to announce their new joint marketing campaign. Entitled '***Chok Kaam Kob Fah Pee Sam* . . . Paris Memories**', the briefing will be held on Monday, October 1st, 2012 at 3:00 p.m. at the Library 1918, Dusit Thani Hotel, Bangkok (BTS: *Chidlom*/MRT: *Saladang*).

Following the success of previous campaigns in the first two years, five lucky couples will be selected at random to participate in an all-expense paid, romantic getaway to Paris, France. They will be also accompanied by one of the most well-known Thai movie stars, Mario Maurer. At this event, participants will also have a chance to meet the top management at **Guy Laroche**, learn more about the brand's business development plans for 2013 and view the brand's latest fashion collection.