

Beat: Lifestyle

## VICTORIA - New French Platform for Over 50 WOMEN

### In France 40% Women over 50

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**USPA NEWS** - VICTORIA is a new Platform created by P&G for nowadays French Women over 50 still being very active and creative. This new generation has become subject of real concern and provoked many mediatized actions coming from 50 and + women having enough being told they are 'finished' or 'outdated'...

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Already VICTORIA was existing in several countries :

- ITALY : online since November 2012
- SPAIN : online since Summer 2015
- GERMANY : online since December 2015
- GREAT BRITAIN : online since April 2016

In 1949, life expectancy was of sixty years old. Since, we gained twenty years with the average of 85 for the women and 79 for the men. Nowadays, 40% of French women are over fifty and it is still increasing for the next twenty years. We are starting to call this time of life the 'bel Âge' signed by women' life transformations, like the coming of the menopause, the departure of the first or last child, the beginning of a new professional activity or a split up or change of companion...

Far from being nostalgic, the over 50 create for themselves a new 'youth', where the outspokenness, the freedom of thought, also some hedonism help to unable to reach a new status for this specific time of life. Questions and issues definitely rise such as the happiness to be 50 +, the possibility to have a new start (professional and/or personal), are the 50 + the new influencers, are they the new source of inspiration for the brands,...

This platform offers several original rich and diverse contents created by journalists and experts from P&G brands, corresponding to the 50 + generation. Therefore, the 50-64 years old are today 78% to surf on the web. Those addicts use easily this mean of communication with friends. This is why VICTORIA offers :

- A website [www.victoria50.fr](http://www.victoria50.fr)
- A magazine with the first issue planned for August 2016 and the second for beginning of 2017
- A newsletter with news, tips, headlines for contents online...

This program was first introduced on June 8, at Le 39V Restaurant during a Press Lunch with as guests :

- Sophie DAVANT : famous TV Host Show accepting to be P&G Ambassador for VICTORIA. She is also journalist and author. She will be writing online about her personal experience as being over 50 in the world of television and media in general.
- Serge GUERRIN : sociologist specialized in aging and the aging society. The issue for him is to change the vision we have of over 50 people which should be and reflect 'the age of projects'.

Source : P&G

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