



Fashion Industry Expertise

Our specific experience in the fashion industry includes the launch of **Wizdumb clothing**, which reaped retail distribution in Nordstrom to Macy's and a grass roots, national school tour with Partnership for a Drug Free America and Bloomingdales. Placements for this client included **Vogue, Elle, Teen People and Jump** magazines, to name a few. This agency launched a nail polish concept called **Goddess Nail Potion**. Positioning it as an "inner beauty product," the product drew great praises including everyone from celebrities to **Vogue and InStyle** and helped to gain coveted distribution. Other fashion clients have included **Jacques Joaillier's J2 line** and Amanda Kennedy's **Sassybax** bra that eliminates visible bra lines. Other clients in the fashion world have included **Bluepoint**, swimwear, a manufacturer for licensed swimwear for **Playboy, Victoria's Secret, Dolce & Gabbana, Banana Republic, Bisou-Bisou** and sponsorship we launched during this astounding 1890% return on investment, reaching over 25 million potential customers. Placements for Sassybax included **TIME magazine, Entrepreneur magazine, Body magazine, Fashion Manuscript, California Apparel News, American Fitness magazine, Angeleno magazine, E! Online, Miami Herald, Philadelphia Enquirer** and many more. We provided publicity for the **Swatch Boardercross Tour** during their 6 city worldwide tour. This agency also produced a concept called the **thinkVitality Fashion Show** for thinkProducts. The event was sponsored by Whole Foods and LA Models and was held at the Natural Products Expo to show the new, Gucci-esqe face of eco design and communicate the beauty comes from the inside out. The event featured eco designers, **Deborah Lindquist, Stewart & Brown, Under the Canopy, Green Babies** and attracted 1500 guests, 85 members of the press, including a large story by **The Associated Press**. For thinkProducts, we also developed the concept of the **thinkthinPink wrapper dress designed by Deborah Lindquist**. The dress, made of 1000's of nutrition bar wrappers that raise money for Susan G. Komen, was showcased in fashion shows during Breast Cancer Awareness Month and appeared on the KTLA Morning News in a "Pink Fashion Show." For **Perrier Jouet Champagne**, we provided publicity for an Oscar event with **jewelry designer, Erica Courtney**.



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