



Blye Media Relations produced the fashion show for the Venexiana (www.venexiana.us) Fall 2007 collection under the tents at Mercedes Benz Fashion Week. In addition, BMR implements all front of house and promotional efforts. Kati Stern, the designer for Venexiana, designs a luxury collection of separates, cocktail dresses, evening gowns and fur.

BLYE MEDIA RELATIONS

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Sandy Blye, President

Blye Media Relations (BMR) is a public relations agency with a comprehensive background in fashion, fur, jewelry and luxury marketing and promotions. Headed by Sandy Blye, a veteran of the fur and fashion industries, BMR provides clients with powerful strategic momentum and excellence in the execution of all public relations initiatives.

For more than 20 years, Sandy Blye was the Communications Director and national spokesperson for the fur industry in the U.S. She

was responsible for all the fashion promotion of fur and fur accessories as well as spearheading the crisis management issues affecting the industry.

Blye Media Relations has extensive expertise in writing press and collateral materials, media outreach, fashion show production, product launches, store openings, press conferences and special events and fundraisers on all levels.

Current clients include Kati Stern/Venexiana, PrimaDonna luxury lingerie, UGLY New York, Raymond C. Yard, Empire of Fur, Fur Information Council of America, International Fur Trade Federation, Wearfirst, Max Nugus Haute Couture, Alexandros Furs, The Divas Collection by Leon Hall, Dragana Ognjenovic and Terexov.

BMR recently produced the fall 2007 and spring 2008 fashion shows for Kati Stern/Venexiana during



Niki Ostin (Clifford PR) and Gregory Itzin of "24" made an appearance at the Platinum Guild International's Red Carpet Jewelry Preview for the 2007 Golden Globe Awards.

Mercedes Benz Fashion Week (pictured). Kati Stern, the designer behind the Venexiana brand, was born in Europe and raised and educated in both Europe and New York. The strong mix of cultures and sensibilities makes her unique on both continents. Her fashion shows play to packed audiences and receive accolades from editors as well as buyers from department and specialty stores nationwide.

CARMICHAEL LYNCH SPONG

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Douglas K. Spong, APR, President
Curtis Smith, Dir. of Business Dev.

Carmichael Lynch Spong is savvy about fashion and beauty public relations and has a breadth of experience with third-party spokespeople. The firm exceeds clients' expectations in the areas of men's and women's apparel, beauty products, home décor and high-profile events. Ask us about our recent involvement with a top designer's show during Fashion Week.

Differentiating itself from many of the nation's PR firms, Carmichael Lynch Spong has a unique approach to media relations accompanied by a large media relations team consisting of several former journalists. Carmichael Lynch Spong has the experience and know-how to garner

exceptional results.

Carmichael Lynch Spong has earned a national reputation as the champion of best practices in public relations. With offices in New York, Minneapolis, San Francisco and Denver, the firm ignites and sustains momentum for a select, but envied portfolio of big-name clients.

Carmichael Lynch Spong is admired for its creative, award-winning work; being the destination of choice for like-minded achievement-addicts seeking to produce their career-best work; and representing several of the world's best-known brands.

The firm provides unmatched expertise in two primary practice areas: brand marketing and corporate. Carmichael Lynch Spong is the back-to-back "Midsize PR Agency of the Year."

CLIFFORD PR

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Mike Clifford, Founder & President

Clifford Public Relations (CPR) develops strategic campaigns for domestic and international clients. In NY and LA, CPR's experienced consumer fashion team launches and pro-

Profiles of Beauty & Fashion PR Firms

motes brand categories including jewelry, athletic wear, eyewear, and intimate apparel.

CPR's diverse team excels in creating brand identity and maintaining client image. Team members have an in-depth knowledge of the media, positioning clients' messages to effectively penetrate their target industry and audience. Client services range from media relations and press tours, to stylist seating and influencer events.

Clients have included Nike, Platinum Guild International – USA, LinksofLondon.com, and Base Curve (Carolina Herrera and John Varvatos Eyewear).

COHN & WOLFE

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Elizabeth Beck, Executive VP
Tanya Kovilaritch, Senior VP
Kim Erlichson, Vice President

Cohn & Wolfe continues to attract leading fashion and beauty brands through its 'bigtique' offer – a unique combination of entrepreneurial drive and creativity with access to the global resources of the WPP network.

The agency creates and implements powerful communication programs for clients such as The Body Shop, Tilley Endurables and a portfolio of Colgate-Palmolive oral care and personal care brands, that not only build media visibility, but also customer relationships and ongoing sales.

Landmark campaigns include the launch of Softsoap Pure Cashmere Body Wash which delivered an unprecedented level of PR coverage, 90% of which included a visual of the product and 100% that communicated the product's 'soft skin/hydration' message.

COOPERKATZ & CO.

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Andy Cooper, Principal
Ralph Katz, Principal

CooperKatz & Company provides PR capabilities and specialized creative services to a wide range of consumer clients, including beauty brands. This year, the

firm's Cogence™ practice, which focuses on consumer generated intelligence online, has led two significant launches in the beauty realm. For *Vogue*, CK introduced ShopVogue.TV, the online shopping destination featuring original programming and consumer generated content, and for CondéNet, the online arm of Condé Nast, CK launched Flip.com, a multimedia scrapbooking Web site geared towards teenage girls. In the past, CooperKatz supported VEET depilatories, a product of Reckitt-Benckiser, and FloraGLO® Lutein (a dietary supplement that promotes skin health), manufactured by Kemin Health. For Veet, CK planned and executed comprehensive PR campaigns including radio media tours, secured media placements, matte releases and extensive editorial briefings, all supported by a national beauty expert. Dozens of deskside appointments CK arranged included beauty editors from teen and women's consumer publications, resulting in placements with *Good Housekeeping*, *Prevention*, *Self*, *Shape*, *Shop Etc.*, *Teen Vogue* and *Women's Health*, among others. For Kemin Health, CooperKatz developed a compelling product positioning – beauty from the inside out – and created a comprehensive campaign of activities to communicate the FloraGLO® Lutein story to consumers, beauty experts and medical professionals. CooperKatz scheduled deskside appointments at 11 top magazines, including *Allure*, *Elle*, *Shape* and *Family Circle*, closely followed by distribution of a teaser mailing to 100 beauty/lifestyle editors nationwide.

COYNE PR

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Thomas Coyne, President & CEO

Coyne Public Relations is one of the nation's leading PR agencies representing top tier clients in all categories, including beauty and grooming. As the second fastest growing firm in the country, Coyne takes brands to new heights through strategic counsel and synergistic communications.

Coyne's Beauty & Grooming Division has implemented campaigns for some of the top skin care and cosmetic companies. The team knows that the beauty



Lenae Anderson massages daughter Emma at Palmer's World's Largest Baby Butter Massage in Dallas on Saturday April 14, 2007. Coyne PR implemented an infant massage awareness campaign to promote Palmer's newly packaged Baby Butter Massage Lotion.

Photo by Mike Fuentes

of success is based on the ability to impeccably groom the client's image. From product launches to special events, the Beauty & Grooming segment thinks bigger, relies on experience, accelerates buzz, understands the industry, offers creative tenacity and provides a youthful edge.

CRT/TANAKA

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212/229-0500
www.crt-tanaka.com

Maria Kalligeros, Executive VP/Consumer Practice Director
Debbie Straus, Vice President

CRT/tanaka is an award-winning

public relations and marketing firm known for creative solutions and workplace culture. With offices in New York, Los Angeles, Richmond and Norfolk, Va., CRT/tanaka offers Consumer, Health and Corporate practices. From product launches to revitalizing mature brands, the agency's approach to PR combines strategic thinking with breakthrough creativity to achieve our clients' corporate and/or marketing objectives.

The agency specializes in marketing-to-women and cause-related marketing and provides traditional and new media solutions for clients, including desksides, special events, fashion editor presentations, Fashion Week sponsorships, blogger tours, buzz marketing, influencers outreach, etc.

CRT / tanaka's experience

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CRT/tanaka's national media efforts for HoMedics new massage products included the ladies of "The View" talking about tackling tension.

style file

You'll Love...Halter Dresses

They're bright, flattering and a cinch to wear day or night. This season slip on one of these fresh finds to show off your sun-kissed shoulders

Cotton jersey, Molly New York, \$208; 212-717-9235 to order.

Cotton jersey, Yvya, \$275; mpsat.com.

Cotton, Alice & Trinie, \$276; bellaatg.com.

Viscose-elastane, Cosabella, \$199; 718-226-8893 or chicmyliquet.com.

Rayon lycra, Plenty by Tracy Reese, \$135; 212-807-0505.

Stretch cotton, Susana Monaco, \$249; 312-944-0385 or revolvoclothing.com.

PETRA NEMCOVA shines in a silk jersey Jay Godfrey dress.

DRESS IT UP With a halter, you won't need a necklace, so accessorize with strappy heels, a chic clutch and a pair of showstopping earrings.

Petra Nemcova (pictured) shines in a silk jersey Jay Godfrey dress. Roger & Cowan's Film Fashion got coverage in *Instyle Magazine*.

CRT/tanaka

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includes work for (fashion) MAGIC International, Chadwick's of Boston, Liz Claiborne, Sigrid Olsen, Karen Neuberger sleepwear, Gymboree, PersonalShopper.com, Wines of Rioja (Spain), Fashion Week sponsorships, the Home Sewing Association, DMC embroidery and the Academy of Art University's New York City student fashion show and (beauty/wellness), Boom Creative Development, Origins, Avon Products, L'Oreal, Crabtree & Evelyn, Clairol Professional, HoMedics, The Natural Dentist and Mark Anthony Hair Care.

DKC

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Sean Cassidy, President
Krista Pilot, SVP, New Business Development

DKC is the 10th largest independent public relations firm in

the country and the third largest in New York City. While DKC is a full service firm – with expertise in corporate, crisis, hospitality, sports and public affairs – we are also among the most prominent firms specializing in fashion, beauty, luxury and life-style public relations.

Our work includes product and collection launches, new boutique, salon and spa openings, partner introductions, Fashion Week involvement, award shows, and movie premieres, always providing fashion and beauty clients with the right partnerships and media exposure needed to extend their brands and sales.

Our diverse client base and media reach allows us to create unique relationships for beauty and fashion clients, such as bringing together Eliza's Eyes and Exhale for a special product line launch. DKC also introduced the Kate Spade Beauty and Bath collection, the accessory designer's maiden foray into a new product category. Other products brought to market include, introducing Manfredi Jewelers to the U.S. market through the opening of their new boutique on Park Avenue in September 2007, and

the launch of the of the UK fashion brand Radcliffe Denim in the US in 2006.

DARK PR

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Samantha Dark, President

Dark PR is a boutique PR firm with more than 15 years of experience in the execution of product launches, extensive media relations, media tours, sponsorships, events, and celebrity and influencer programs in the beauty industry. The firm has strong relationships with key beauty editors and TV media and differentiates by getting "skin deep," with the client's target audience. Grounded in strategy and creative thinking, Dark PR values personal relationships and approaches clients' business as partners, like an in-house integrated communications team.

EVINS

COMMUNICATIONS

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Mathew L. Evins, Chairman & CEO
Louise R. Evins, Vice Chairman & COO
Meegan P. Insley, Partner & Executive Vice President
Glenn Johnson, Vice President

Since 1987, Evins Communications has represented many of the world's most preeminent and prominent beauty and fashion brands, including Annick Goutal, Ballantyne Cashmere, Bath & Body Works, Christian Dior, Clarins, Cornelia Day Resort, Costume National, Diane von Furstenberg, Emanuel Ungaro, Escada, GFT USA, Guerlain, Jean Patou, Kanebo, Lancaster Group USA, Missoni, Sulka, Swarovski, Valentino, Vera Wang and Wolford.

Evins offers integrated marketing communications and public relations services, such as brand/product positioning and building, business-to-business, business-to-consumer, cause-related marketing, corporate image, crisis communications, executive rep-

utation management, media relations and product placement in film/television. The firm has garnered numerous awards and accolades for its brand marketing communications and lifestyle public relations programs in the prestige fashion and beauty sectors, and has achieved great success because we employ a multidisciplinary experiential lifestyle marketing communications and public relations paradigm based upon the premise that "Consumer Adoption" is far more powerful and enduring than "Consumer Incursion." We catalyze and harness the power of "Consumer Preference" rather than "Consumer Promotion" to break through the competitive clutter in the marketplace.

Evins' knowledge of the affluent marketplace and mindset is unparalleled. We have a unique understanding of, as well as the insights of how to market to, the aspirational, inspirational, and erudite consumer, as well as the influencer industry and business communities. The results we have achieved for our clients over the last twenty years speak for themselves.

FILM FASHION

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Susan Ashbrook, Executive VP

Film Fashion, an exclusive division of Rogers & Cowan, specializes in matching fashion and accessory brands with prominent celebrities to provide heightened brand awareness. This specialty PR firm creates customized solutions to match clients and their latest fashions with the "right" celebrities and trendsetters that embody their brand and promote the desired image.

The firm leverages these Hollywood associations into media coverage through the execution of strategic media relations campaigns targeting key fashion, lifestyle, and entertainment press. Media activities for their roster of fashion designers, fine jewelers, luxury goods, and specialty retailers may include designer profiles, collection launches, and fashion shows. Film Fashion's unique showroom space provides an opti-

mal location to introduce media, stylists and celebrities to our client's brands by housing an edited collection of samples.

Recent projects have included dressing celebrities for magazine photo shoots and red carpet appearances, securing editorial placements and coordinating product placement by working with talent such as Angelina Jolie, Penelope Cruz, Jessica Alba, Charlize Theron, Eva Mendes, Jennifer Lopez, Ellen Pompeo, Teri Hatcher and Reese Witherspoon. Clients include A Pea in the Pod, Catherine Malandrino, Chopard, David Meister, Elsie Katz Couture, Escada, Georges Chakra, Jay Godfrey, Kenneth Cole New York, Lanvin, Mary Norton, Mikimoto, Pamela Dennis, Pamella Roland, Tadashi and Swarovski.

FRENCH / WEST / VAUGHAN

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Rick French, *President/CEO*
Lauren Taylor, *Executive VP, Partner*
David Gwyn, *Executive VP, Partner*
Jack Glasure, *Chief Marketing Officer*

Since its inception 10 years ago, French/West/Vaughan



PR news happens
more than
once a day.

That's why we created
odwyerpr.com

The #1 site for PR news,
according to Google.

(FWV), the nation's 19th largest independently-owned public relations, public affairs and emerging media agency, has played a significant role in the beauty and fashion industry.

Headquartered in Raleigh, N.C. with offices in New York City and Tampa, FWV specializes in helping clients build retail and consumer demand for their product lines through celebrity product placement, media coverage, special events, fashion previews, cooperative retail promotions and high-visibility trade show support.

The agency consistently earns accolades for its outstanding work, and recently placed third in the country for PR firms specializing in beauty and fashion, according to the 2006-07 O'Dwyer's Ranking of PR Firms. FWV also won the 2006 O'Dwyer's award for PR excellence in beauty and fashion for its work with Justin Boots' Vintage Collection.

FWV's present and past beauty and fashion clients include Wrangler and Riders jeans, Justin Boots, Lily of France and Vanity Fair lingerie, Speedo, Joanna Mastroianni, Charles & Colvard Created Moissanite, That's So Raven Fragrance and Wrangler Fragrance for Men, Vincent Shoes, Dearfoams, Diana Vincent Jewelers, Marithe & Francois Girbaud, Kasper A.S.L suits and sportswear, Susan Gail handbags and Joe Boxer.

JB CUMBERLAND PR

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Joanna Cumberland, *President*

In the world of PR, it's about who has the most creative, hardest working and most adaptive public relations team and the influential media contacts to cut through the clutter! That is JB Cumberland PR.

We understand our clients' businesses and products – whether in the beauty, lifestyle, fashion & accessories, or home & food markets – so much so that, for 25 years, we have been helping our clients distinguish themselves from competition and achieve their ultimate goal: sell products.

This is what we have done

and continue to do for companies, such as Nambé, Elderluxe, Conair, The Wine Enthusiast, Clairol, Rowenta, Townley Cosmetics, Wahl, iSi North America and Bodum.

JOHN BAILEY & ASSOCIATES PR

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John Bailey, *President/CEO*
Mary Lorencz, *Account Manager*
Beckie Thompson, *Senior Account Executive*

John Bailey and Associates (JB&A) brings more than 40 years combined experience to retail and fashion PR. The retail/fashion team lives and breathes the firm's core value that "none of us is as smart as all of us." JB&A's strong media relationships ensure clients gain wide exposure to their target audiences. The company has experience with promoting new products, shops within a shop concepts, celebrity personal appearances, major fashion shows, private shopping events, seasonal fashion trends, as well as spokesperson positioning, community relations and store openings for its retail clients.

Currently, JB&A represents Macy's North, formerly Marshall Field's, in the Michigan market. The firm also has handled the opening of Great Lakes Crossing, as well as media relations for Sprint PCS and Home Depot. Established in 1996, JB&A was ranked by O'Dwyer's as #11 on its list of beauty and fashion PR firms for 2004.

JS2 COMMUNICATIONS

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Jeff Smith, *CEO*
Jill Sandin, *President*
Chris Bess, *GM LA/VP*
Alissa Pinck, *GM NYC/VP*

JS2 Communications is a bi-coastal public relations agency based in Los Angeles and New York dedicated to providing clients with strategic solutions and tangible results. The JS2 team is a dynamic

group of seasoned professionals who are passionate about their relationships with niche-defining brands and their partnerships with the teams that build them.

Seminal brands in JS2 Communications' fashion and beauty practice include MBT Physiological Footwear and Ingenuity/Skin Doctors Cosmeceuticals. In this category, JS2 has also represented SunPill; AromaPatches; and Fire Jeans, Sportswear and Apparel.

LIPPE TAYLOR

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Maureen Lippe, *President*
Gerald Taylor, *General Manager*
Barbara Jo Howard, *Managing Dir.*

Lippe Taylor specializes in reaching women with exciting and entertaining campaigns that engage, enlighten and emotionally connect with the target audiences to increase sales.

Founded in 1988 by Maureen Lippe, a former beauty and fashion director at *Vogue* and *Harper's Bazaar*, the agency has a dedicated beauty practice staffed with seasoned professionals, including former beauty editors, brand strategists, event marketers and senior media experts. Specialty areas of support include: a dedicated broadcast and national print media department; interactive; social marketing; trend-forecasting; multicultural outreach; and a fully staffed creative graphics department. Being independently-owned allows the firm to concentrate on, and invest in, client service and success. We maintain day-to-day relationships with the beauty media, as well as critical influencers, such as the nation's leading dermatologists, plastic surgeons, dentists, and stylists, to help us shape trends and spur word-of-mouth marketing.

We specialize in: Understanding the science behind formulation; Professional and consumer skin-care regimens; including prestige, spa, medi-spa, and mass; Mass and professional hair care brands; Dermatological therapies, medicines and esthetic treatments (from pre FDA approval through launch and marketing); Luxury spas and resorts and fragrance.

Prior to embarking on any program, the firm does extensive

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When Marina Maher Communications relaunched CoverGirl's Queen Collection, it leveraged the power of social media and society's focus on personal fame. CoverGirl ambassador and casting call judge Queen Latifah drew media together with a line of over 2,000 hopeful CoverGirl queens.

Lippe Taylor

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research into the target audience by going Direct to Women, Mom and/or Teens (D-T-W®, D-T-M® and D-T-T®). This data inspires innovative initiatives and determines measurement to track results.

A two-time winner of *PR Week's* Consumer Launch of the Year, LT has long been recognized as "the antidote to tired and typical communication programs." The agency has launched some of the most creative and successful brand campaigns. Current beauty clients include: Procter & Gamble, Galderma, Medicis, Jenny Craig, PCA Advanced Skincare, Sally Beauty, Pantene, Aussie, Aesthera, Contact Lens Institute, Restylane, Perlane, Shaklee, and Cetaphil among others.

LISA LORI COMMUNICATIONS

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Lisa Lori, Founder

Lisa Lori Communications (LLC) is a full-service, award-winning marketing communications agency specializing in publicity, special events, branding and integrated marketing programs. Launched in 1999, LLC's mission is to provide its clients with hands-on, strategic marketing and public relations counsel that will positively

impact brand equity, fueling growth. LLC emphasizes quality over quantity, providing senior communications counsel at every stage of program development and execution from a seasoned network of professionals, including media, marketing and event specialists. All LLC counselors are experts in their respective fields, ensuring each client receives intelligent, dedicated service throughout the course of a campaign—with the goal of providing tangible results. LLC's client roster includes: The Princess Grace Foundation, The Avon Foundation, Firmenich, 1800® Tequila, Gran Centenario Tequila, Frederick Wildman Wines, New York City Opera and City Opera Thrift Shop.

LLC is an award winning agency and has been the recipient of several industry awards, including: 1) Nomination for the 2007 Biz Bash Award for "Best Gift Bag, 2) Nominations for the 2005 Biz Bash Award for "Best Gift Bag," 3) Named to WWD Beauty Biz "It" List for Beauty PR (April 2004) and 4) Named winner of the 2003 Biz Bash Award for "Best Event Concept". Additionally, New York City Opera's Fall Gala was named one of BizBash's top social events of the season (2006).

LOVING + COMPANY

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Loving + Company, Inc. is a

full service PR agency, with expertise in promoting brands both luxury and mass in fashion, home, beauty, publishing, entertainment and the arts via special events, media relations, publicity campaigns, integrated marketing partnerships, merchandising and major presentations. The agency has a strong history of applying breakthrough creative marketing tactics and leveraging strong media relationships to provide maximum visibility for clients.

Loving + Company possesses strong relationships with major U.S. retailers and has long enjoyed strong ties with top editors and producers in both national and regional press. The agency has the necessary resources to launch a fashion product, introduce it at retail, generate consumer recognition, and establish consumer demand.

MALONEY & FOX

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Over the last few years, Maloney & Fox (M&F) has seen explosive growth in its beauty, fashion and luxury goods practice. Every day the agency's dedicated team is exploring, refining and mastering fresh marketing and PR strategies that are netting impressive, meaningful and sales-boosting results on behalf of its clients.

Maloney & Fox's proprietary voluptuary marketing – which plays to and ignites consumers' tactile, sensual, emotional and style prerogatives - has been radically successful and has given a traditionally static craft a powerful sensory dimension.

Additionally, Maloney & Fox has become a shop capable of "Master Pairings." Uniting brands that share visions, yet don't compete with one another has yielded interesting and fruitful partnerships, co-op promotions, editorial coverage and new customers. VIP and celebrity relationships are also brought to bear by the team in both subtle and substantial ways.

Maloney & Fox's expertise in the arenas of luxury goods, and beauty and fashion grew out of successful campaigns for pre-

mier brands including Wonderbra; fashion-forward Italian beer Peroni; iSaloni Worldwide; and the 260-year-old signature spirit Drambuie. Last year, Maloney & Fox added Nau, an organic, American-made active-wear brand and The Thomas Riley Artisans' Guild to its exclusive roster. In 2007, the agency proudly welcomed two new top-tier Bacardi brands — Rubi Rey, a super premium white rum, and Vanille Royale, its French vanilla cream and cognac liqueur.

MARINA MAHER COMMUNICATIONS

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Lori Rubinson, Managing Dir./
Chief Strategist
Suzanne Haber, Managing Dir./
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DeLisa Harmon, Group SVP,
Consumer Practice

With 24 years of experience, MMC offers clients its expertise in marketing to women and establishing emotional connections with consumers. MMC knows what motivates women, how to capture their interest and influence purchase behavior. The agency's philosophy is "to market to women successfully, market to her head and her heart."

As one of Procter & Gamble's five GBU agency partners, MMC represents mega brands including CoverGirl, Max Factor, Secret Deodorant, Herbal Essences, Head & Shoulders and Clairol's Nice 'n Easy, Herbal Essences Color and Natural Instincts.

A key to MMC's success is its Media Connections, a fully devoted team that supports Beauty & Lifestyle. Led by experts in traditional and social media, special events and lifestyle trends (pop culture), Media Connections focuses on the smartest routes of managing Brand dialogue with clients' targets.

One highlight for 2007 is the relaunch of CoverGirl's Queen Collection. Leveraging the power of social media and society's focus on personal fame, MMC connected with women of color via an open casting call for the Collection's "Every Woman" TV spot at BB

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McEntyre Public Relations staffers prepare "Discover the Beauty of Australia" press bags, promoting Australia's beauty industry.

Marina Maher

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King's in New York City. We created word-of-mouth excitement through social media – targeting African-American beauty blogs and influential local salon grassroots outreach, allowing consumers to "pass it on." CoverGirl ambassador and casting call judge Queen Latifah together with a line of over 2,000 hopeful CoverGirl queens drew media. Coverage surpassed impressions goals, and hit target outlets such as BET, The Tyra Banks Show, Hot 97, WWD, *NY Daily News* and Fox News Edge (reaching 200 affiliates).

In the luxury arena, MMC has worked with Swarovski for four consecutive years to heighten awareness of its transformation of the Rockefeller Center tree into a glorious holiday icon by topping it with the Swarovski star.

MARX LAYNE & CO.

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Michael Layne, Partner

Marx Layne & Co.'s success in the beauty and fashion sector is a result of providing clients responsive, individualized, intelligent and energetic marketing and PR services.

The firm's beauty and fashion practice encompasses national, regional and local campaigns featuring an array of clients. High-end jewelers, specialty retailers and society extravaganzas featuring glitz and glamour, are also an important compo-

nent of this specialty area for the firm.

Established in 1987, Marx Layne is one of the country's leading independently owned PR agencies.

In 2006, O'Dwyer's ranked Marx Layne & Co. #40 on its list of the top independent PR firms in the U.S.

M BOOTH & ASSOCIATES

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Rich Goldblatt, SVP/Director of Consumer Marketing
Jennifer Teitler, SVP/Director of Consumer Marketing
Courtney Moss, Fashion Director

M Booth & Associates' work in the fashion and beauty area sparkles as we continue to add clients and depth in this area. Our brand building work focuses on generating consumer awareness and buzz, building equity, and revitalization. M Booth is the agency of record for some of the most widely recognized names in fashion and beauty – JCPenney, Maidenform, Aerosoles, Vaseline and VO5 - Through arresting viral communications, special events and fashion previews, the agency has had tremendous success building buzz campaigns that capture the imagination of consumers. Our staff takes great pride in forging strong relationships with long lead books, online reporters and bloggers, as well as national broadcast outlets.

On the fashion side, M Booth recently launched C7P... a Chip and Pepper production, a denim

and sportswear line sold exclusively at JCPenney. The launch included a star-studded party hosted by Rachel Bilson of The O.C. that garnered coverage on Extra, Style Network, E!, *OK, Life & Style* and *In Touch*. For Vaseline, we launched a Skinvoice campaign targeting African-American consumers. High-profile celebrities such as Kelly Rowland, formerly of Destiny's Child, and S. Epatha Merkerson, from Law & Order, served as campaign spokespeople conducting media interviews and signing autographs at a special Skinvoice lounge set up at the Essence Music Festival in New Orleans. The campaign encouraged consumers to share stories about what their skin means to them and benefited the Children's Defense Fund.

M Booth introduced a newly restaged VO5 to over 70 beauty editors at a rockin' editor event, where hit hipster band OKGO performed and trend research house Look-Look gave a sneak peak of style trends from across the globe. All key VO5 targeted publications attended including *Allure*, *CosmoGIRL!*, *InStyle* and *Marie Claire*, *CosmoGirl.com*, *teenvogue.com* and *beautymaverick.com*.

The buzz is still alive—we've received rave reviews from all the editors and this buzz is transferring to the beauty pages. Be on the lookout for stories in *Seventeen*, *Cosmopolitan*, *Stuff* and *Nylon*.

McENTYRE PR

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212/856-9777
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Jane McEntyre, President

While McEntyre Public Relations, a Manhattan based boutique agency, handles consumer product PR in a variety of categories, the company's core business is the promotion and marketing of fashion and beauty brands. Creating attention-getting programs has been a focus this past year - and it's getting global. McEntyre is currently implementing a program for the Government of Australia, "Discover the Beauty of Australia Trade Initiative". The program, designed by McEntyre, will introduce that country's beauty brands and industry to the American consumer via publicity

that targets retailers and the beauty press. This and other 'take notice' assignments continue to attract new business.

MOREHOUSE COMMUNICATIONS

16496 Falmouth Drive
Cleveland, OH 44136
440/846-6022
www.morehousepr.com

Jayne Morehouse, President

At Morehouse Communications, Inc., we've been creating beautiful relationships for our clients for almost 20 years. Our principals work directly with product marketers, salons and spas, celebrity stylists, dermatologists, plastic surgeons and beauty associations to build their brands while connecting them with their customers and key influencers and brand drivers. Our customized marketing communications and brand development programs deliver strategic messages to the audiences that matter most.

Our partners range from product marketers, including Goldwell, KMS California, MoroccanOil, and Mirabella, to natural brands like Ecco Bella and Robert Hallowell's Prawdact, to Empire Beauty Schools, the largest provider of cosmetology education in North America.

PAINEPR

415 Madison Ave., 2nd Floor
New York, NY 10017
212/613-4900
1/866-PAINEPR
www.painepr.com

Daryl McCullough, CEO
Beth Balsam, GM, New York
Justin McCarthy, VP Business Dev.

PainePR is one of the nation's leading mid-sized agencies and has provided beauty/fashion clients with smart, creative programs for more than a decade. The firm has expertise in media relations, influencer strategy, event marketing, corporate social responsibility and diversity programming. The agency's mix of beauty, healthcare and fashion expertise helps define the next generation of beauty and wellness. Current beauty/fashion clients include Procter & Gamble Beauty (Old Spice) and Levi

▲ Continued on page 32

PainePR

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Strauss & Co. (Dockers and Levi's). Staff members also have held senior positions with major national brands including Revlon. Working with Old Spice since 2001, PainePR helped the brand grow from the No. 3 antiperspirant/deodorant (AP/DO) in the U.S. to its No. 1 position today in both the AP/DO and body wash categories.

A member of the Cossette Communication Group, PainePR has offices in New York, Los Angeles, Irvine and Boston.

PAUL WILMOT COMMUNICATIONS

581 Sixth Avenue, 2nd Floor
New York, NY 10011
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www.paulwilmot.com

For the last decade, Paul Wilmot Communications has produced a significant public relations track record drawing from the highest profile fashion houses, niche luxury brands, *Fortune* 500 corporations, and some of the most influential publications. By cross-promoting Fashion, Accessories, Beauty & Wellness, and Lifestyle & Culture divisions, Paul Wilmot Communications offers access to new markets, increased visibility and brand awareness. Longstanding clients include Calvin Klein, Oscar de la Renta, Jacob & Co., La Prairie, Sean John and American Ballet Theatre, and recently the agency has added Bill Blass, MAC Cosmetics, Nicole Miller, Nancy Gonzalez and Royal Doulton to the roster.

RED PR

110 Greene Street, Suite 706
New York NY 10012
212/431-8873
Fax: 212/431-8906

Julia Labaton, President

RED PR is a boutique communications firm specializing in lifestyle brands. Its approach goes beyond simple publicity and product placement. RED's approach focuses on a strategy tailored to support a client's business goals not just its communications needs. RED operates on

the belief that strategic communications integrates disciplines, tactics and media to shape perception and create demand.

RED PR's team has big agency experience with boutique agency passion and creativity. The full service agency was founded in 2000 by Julia Labaton who has over fifteen years of public relations experience, 12 of which have been in the beauty and fashion industries. RED PR is recognized for its strong industry relationships and excellent quality of service to clients and to journalists. As a testament to RED's capabilities and professionalism, Creative Nail Design, an \$80 million global company, has chosen to work with RED's founder since 1995.

RED PR has won three ABBIE Awards for Best Public Relations Campaign on behalf of Creative Nail Design for its outreach campaigns with fashion designers and celebrities. In 2007, RED won a prestigious Big Apple PR Award from the Public Relations Society of America for the results it produced surrounding a trend look book.

ROGERS & COWAN

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Fran Curtis, Executive VP, New York
Ivy Mollenkamp, Senior VP, L.A.

Rogers & Cowan, with offices in New York and Los Angeles, is located in two of the largest fashion capitals in the world. We offer extensive expertise in the fashion, beauty and luxury categories providing publicity and marketing campaigns, special event support, celebrity/influencer seeding, promotions and product placement. Our commitment is illustrated in the work we do in promoting men's, women's and children's apparel, eyewear, handbags, shoes, jewelry, timepieces, beauty/skincare products, designers and fashion-related events.

As agency of record for Milan's Luxottica Group, the company behind brands such as Ray-Ban, Prada, Persol, Miu Miu, Vogue, REVO and DKNY, R&C implements integrated

marketing campaigns that encompass consumer PR, product placement, influential seeding, retail promotions and entertainment events. The agency places Luxottica sunglasses in top fashion magazines, on the faces of today's hottest celebrities and in hit films/TV shows such as Casino Royale, Ocean's Thirteen, The Sopranos, Nip/Tuck and Entourage.

Our fashion/beauty team works with brands to shape media dialogue, influence cultural trends, pique consumer awareness, motivate consumers to action and promote programs that benefit the lives of consumers of all ages. Clients have included Innovative Skincare, BORBA, Frédéric Fekkai, Estee Lauder's American Beauty and Flirt!, L'Oreal Paris, Montblanc, PersonalShopper.com, GRAMMY Lifestyle Brand, Footcandy, Stuff by Hilary Duff, Condé Nast's Fashion Rocks, Speedo and Dolce & Gabbana.

ROSICA STRATEGIC PUBLIC RELATIONS

95 Route 17 South, Suite 109
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www.rosica.com

Now in its 27th year, Rosica Strategic PR has generated high-profile media coverage for scores of beauty and fashion clients, including Revlon, Coty, Lucky Chick, Dax, African Pride and Colomer USA.

Rosica launched Dr. Miracle's, a new brand in ethnic hair care products and helped drive company sales to more than \$3 million in the company's first year and \$10 million in its second year. Through media relations and events, including a "bad hair day" tour to 11 cities, Rosica educated consumers of the benefits of the product line, with placements in *The New York Times*, *Elle*, *Essence* and *Ebony*, along with major print outlets and interviews on television and radio throughout the country.

When Watkins, Inc., a national 139-year-old apothecary company, was ready to launch their new J.R. Watkins Apothecary line into

mass retail, they turned to Rosica for their expertise in consumer PR in the beauty and fashion industries. Placements included CNBC, *Lucky Magazine*, *Ladies Home Journal*, *First for Women*, *Woman's World*, *WWD*, as well as the nation's top 100 daily newspapers.

Company president Chris Rosica regularly speaks at conferences within the industry, having been featured at the International Esthetics, Cosmetics & Spa Conferences in Orlando and Las Vegas and at the beauty industry's Health & Beauty America show at the Jacob Javits Center in New York City.

RUDER FINN

301 E. 57th Street
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Alicia Young, Executive VP

With beauty, fitness, fashion and health becoming increasingly intertwined, Ruder Finn takes a holistic approach to beauty marketing, working to support brands, launch products and build buzz with the media and trend setters who influence purchasing decisions.

With global capabilities, Ruder Finn has a wide range of experience in developing brand storylines, launching products, utilizing spokespeople, executing fashion shows, providing product for shoots and managing showrooms. Ruder Finn team members are in daily contact with the stylists and editors at top tier magazines; their focus is to achieve features for direct impact in creating excitement, introducing the subject and motivating consumers about the brand. Ruder Finn also uses new media channels to extend beauty and fashion brands to the online world of interactive media.

Ruder Finn currently handles national publicity for The North Face, supporting the brand both nationally and on a market-by-market basis, including new store openings.

On the beauty side, experience includes skincare products, cosmetics, "cosmeceuticals," fragrances and grooming products for both men and women.

The October issue of O'Dwyer's PR Report will showcase PR firms that specialize in Healthcare.

For more info about this issue, please contact Associate Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com

Profiles of Beauty & Fashion PR Firms



Vi Nelson & Associates (VNA) provides comprehensive press services for America's Beauty Show, traditionally the Chicago Midwest Beauty Show. Pictured above are editors of global salon industry publications attending VNA's press conference at the 2007 event. VNA maintains strong relationships with beauty editors throughout the year, working alongside them to secure outstanding coverage for the firm's clients.

VI NELSON & ASSOCIATES

1560 N. Sandburg Terrace,
3410
Chicago, IL 60610
312/944-1262
www.vinelson.com

Vi Nelson, President
Kate Gallagher, VP
Jessi Langsen, Associate

Vi Nelson & Associates, Inc., (VNA) connects with and influences the beauty and spa industry through creative and integrated communications. Industry research, multi-faceted marketing programs, strong media relations, educational

and promotional material development, and relationship marketing are among the firm's strengths.

Among the firm's clients are America's Beauty Show, America's Expo for Skin Care & Spa, American Association for Esthetics Education, ColorAmerica, Cosmetologists Chicago, Cosmetólogos Latinos, International Nail Technicians Assn., Independent Cosmetic Manufacturers and Distributors Assn., and P&G Beauty, for which the company provides consulting services and media relations for disseminating scientific information on a variety of beauty topics to the professional community.

WEBER SHANDWICK

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Cathy Calhoun, Co-President,
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Weber Shandwick has extensive experience in the beauty and fashion category, with clients

ranging from mass-market skin and hair care brands to intimate apparel and outerwear.

The beauty and fashion group offers an experienced team of experts who know how to break through the clutter of this competitive, fast-paced and dynamic market. Expertise includes event planning and product launches, grassroots marketing, branded entertainment and celebrity seeding, product trials, retailer support, cause marketing, brand building, and issues management. Beauty clients include Unilever Home and Personal Care products such as Suave, Sunsilk, Degree antiperspirant, Pond's, Caress and Q-tips. Weber Shandwick's fashion team has an unwavering focus on, and unique insights into, the inner workings of the fashion industry. The team's experience includes counseling and creating communications campaigns for Hanes, Playtex, Champion and the Casual Male Retail Group.

A keen sense of style, coupled with strong relationships with beauty and fashion editors, enable team members to produce award-winning results for clients spanning the world's major fashion and beauty brands. From blanketing the pages of the beauty and fashion books with client brands to driving blockbuster coverage around some of the hottest branded online entertainment projects of the year, Weber Shandwick gets client products noticed – by the right audiences, in the right venues and at the right time. ■

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Iowa Wants Firm to Pitch its Colleges

Iowa issues an RFP for PR firm to promote benefits of attending its state university system. Thu., May 17

'Bridge to Nowhere' Gets PR Boost

Alaska may spend \$500k for a PR campaign to build support for the

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PUBLIC RELATIONS

Commentary & Op-Ed

Public Relations: Misleading Financial Reports

By Jack O'Dwyer
Financial reports loaded with spin and sell were put out last week for

www.odwyerpr.com

#1 PR news website, according to Google