

# LADYCPR

Public Relations  
[puhb-lik ri-ley-shuh ns]

Noun

- the actions of a corporation, store, government, individual, etc., in promoting goodwill between itself and the public, the community, employees, customers, etc.

With our fingers on the pulse of the luxury industry, LadyCPR provides a boutique and in-house PR service with a unique philosophy and attitude to our clients' operations in the global market. As an independent agency, LadyCPR is able to work closely with our brands as individuals, ensuring that the health of the brand's public image is constantly improved.

With a range of PR services available, our clients experience a tailored and flexible approach to their strategic requirements from the outset. LadyCPR can bring to life new brands seeking to maximise their impact on the market, as well as providing ongoing support and reinvigorating the image of existing companies and products. At LadyCPR, passion for the luxury lifestyle industry runs in our veins and we aim to use our knowledge and experience to create a bespoke PR strategy at the heart of each brand.

## CLIENTS

LadyCPR specialises in fashion PR but we are able to provide expert PR service for brands across the luxury lifestyle industry due to the extensive and varied expertise of our team. As well as established names, we also work with internationally emerging brands and those that are moving into the international market for the first time. Please contact us to find out more about our bespoke service and for information about how we can raise the profile of your brand.

## EVENTS

It's not just products and services that need representation. An event that features a number of brands often requires its own professional PR coordination. This is where LadyCPR can help, putting our experience of working with a number of celebrations, launches and shows to use in supporting PR collaborations, sourcing sponsorship and providing unique bespoke PR services to ensure that you get the most out of your event. Please contact us to find out more about what LadyCPR can offer and for information about how we can support your event.

Events  
[ih-vent s]

Noun

- something that happens or is regarded as happening; an occurrence, especially one of some importance.



## SERVICES

### PUBLIC RELATIONS

- Integrated campaign strategy development
- Media liaison: B2C and B2B
- Tailored product placement program - across print, online and broadcast
- Targeted news and feature generation
- UK and international

### MARKETING

- Media Planning
- Advertising Campaigns
- Brand Strategy
- Marketing Budgets
- Digital Marketing
- Consumer Engagement

### CREATIVE SERVICES

- Art direction
- Video direction/ production
- Casting
- Promotional materials
- Look books/ brochures
- Graphic design
- Styling
- Copywriting

### ARTISTIC

- Re-touching
- Graphic Design
- Original Artwork
- Editing
- Promotional materials

FASHION  
[fash-uh n]

Noun

- a prevailing custom or style of dress, etiquette, socializing, etc.: the latest fashion in dresses.

### EVENTS & SPONSORSHIP

- Event creation and management
- Seasonal press days
- Store events
- Trade show support
- Exhibitions
- Sponsorship activation

### PHOTOGRAPHIC

- Editorial
- Lookbook
- Product Images
- Headshot
- Campaigns

### BRAND CONSULTANCY

- Brand direction and development
- Brand partnerships
- Reputation Management

### DIGITAL

- Strategy development
- Implementation and management
- Online and e-mail marketing
- Social media
- Blogger seeding and collaborations

### VIP LIASION

- Celebrity endorsement
- Brand ambassador engagement

### SALES

- UK and international sales



Lifestyle  
[lahyf-stahyl]

Noun  
- the habits, attitudes, tastes, moral standards, economic level, etc., that together constitute the mode of living of an individual or group.

#### HOW TO CONTACT US

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