



Beauty & Fashion/Apparel Experience

A key component of our PR program is tribal PR – going after key influencers in media, representing not only fashion and style, but also lifestyle, business, mommy blogs, etc. Extending and maximizing the reach to capitalize on all the media opportunities that are out there, are important in engaging existing and expanding target consumers. Our belief in utilizing tribal PR tactics is about painting a small brush (individualized pitch and story) to a large canvas (all the potential media out there!).

Our team has experience in the North America beauty, fashion/apparel industry, through our work with **Zeha Berlin** (national media relations to World Shoe Association tactics), **Eden Boutique** (media relations: National), **Tres-Femme Fashion Accessories** (media relations: North America), **Christian Audigier / Ed Hardy** (crisis communication), **Lily & Jae** (media relations: North America), **Lola & Gigi** (media relations: National; West Coast focus), **BC Fashion Week** (media relations: primary BC; secondary international), and more!

In addition we operate the well-known fashion & beauty blog **theitlists.com** (North America PR). This blog channel provides us with highly coveted access to key fashion, beauty and lifestyle media. One of our key team members also has a local beauty column, **Beauty Fix** (<http://bit.ly/beautyfix>) on VancouverisAwesome.com.



To further attest to our wealth of experience in dealing with media, and securing coverage, across the Country and beyond:

Please request press clipping samples of national, fashion and lifestyle media coverage.

MediatonicPR.com T 604.649.2893 E hello@mediatonicpr.com ■ Vancouver ■ Toronto

LIFE + STYLE CLEVERLY MIXED. NEVER SHAKEN.