

CASE STUDY | KARASTAN: MAKE A STATEMENT. YOUR OWN.



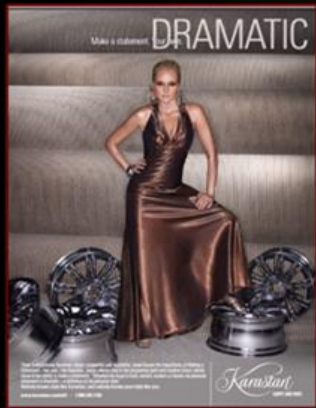
CHALLENGE:

- IDENTIFY AND PROCURE RECOGNIZABLE, UNDERSTATED CELEBRITY SPOKESMODELS WHO EXEMPLIFY KARASTAN'S CLASSY, UPSCALE IMAGE WITHIN A LIMITED BUDGET

ENGAGEMENT:

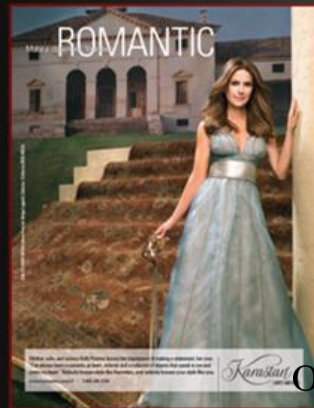
- RESEARCHED AND IDENTIFIED INNUMERABLE POTENTIAL SPOKESWOMEN WHO WOULD FIT THE KARASTAN IMAGE AND APPEAL TO AFFLUENT WOMEN
- EVALUATED PROBABILITY OF POTENTIAL SPOKESMODELS BASED ON FAMILIARITY, AUTHENTICITY, POSITIVE IMAGE, STYLE, CREDIBILITY, ETC.
- COLLABORATED WITH KARASTAN TO ESTABLISH TERMS OF AGREEMENT

RESULTS: PROCURED TALENT TO REPRESENT KARASTAN



JEWEL

GRAMMY AWARD-NOMINATED
SINGER AND SONGWRITER



KELLY PRESTON

ACTRESS, MODEL AND WIFE
OF JOHN TRAVOLTA



MARISKA HARGITAY

EMMY AWARD-WINNING
ACTRESS



EVANGELINE LILLY

GOLDEN GLOBE-
NOMINATED ACTRESS



MARCIA KILGORE

FOUNDER OF BLISS SPA
AND BEAUTY PRODUCT
LINE

- PROCURED A-LIST CELEBRITIES ON A LIMITED BUDGET
- PLACED PRINT ADVERTISEMENTS IN TARGETED MAGAZINES SUCH AS *ARCHITECTURAL DIGEST*, *ELLE DÉCOR*, *TRADITIONAL HOME*, *VERANDA* AND *MARTHA STEWART LIVING*
- ARRANGED SPECIAL APPEARANCES FOR SHOWROOM GRAND OPENINGS AND BRAND EVENTS