

Etam

Case Study

Open2Europe Secures International PR Contract for ETAM's Spring/Summer Fashion Show 2010

Poland – Romania – Czech Republic – Morocco – Egypt – UAE – China

For this year's Paris Fashion Week, **ETAM** called on Open2Europe to coordinate international press relations for its fashion show at the Ritz on the 25th January, 2010. During the show, **ETAM** unveiled its 2010 spring/summer lingerie and swimwear collection, as well as the latest creations from its celebrity ambassador, internationally renowned top model, Natalia Vodianova.

Open2Europe selected a dedicated team of six international PR consultants, led by a French Team Leader (who acted as the main point of contact between ETAM and the PR team), to accomplish the following tasks in each target country:

- § Identify the top ten target publications
- § Identify the journalists attending Paris Fashion Week
- § Identify the international press correspondents based in Paris
- § Select and invite two journalists per country to attend group interviews with Natalia Vodianova
- § Invite all of the journalists to attend an after show party at the Ritz hosted by ETAM
- § Undertake post-event follow up



Key Facts & Figures:

- § 24 journalists attended the fashion show and the after show party
- § 13 interviews were held with Natalia Vodianova



"We were extremely pleased with the support provided by Open2Europe for this show, which represented a major event for ETAM. Open2Europe successfully mobilised a selection of reputed international journalists, and dealt with all the logistical issues associated with a fashion show and the presence of a VIP such as Natalia Vodianova. Their internal organisation, proactive approach and expertise in each of the target countries were invaluable."

**Karine Tarica Hanoun,
Head of PR and Event
Management at ETAM**

ETAM Key Facts & Figures:

- A network of more than 3700 sales outlets
- Presence in over 40 different countries
- A key player in women's fashion in both the European and Chinese markets
- It designs and distributes products under the Etam, 1.2.3 and Undiz labels
- Website: www.etam.com