



CURZONPR

FASHION

ABOUT US

We have an established track-record for securing top-tier coverage in both fashion and mainstream publications, making us a leading Arts and Culture PR agency.

With our range extending from catwalks and gala auctions to in-store launches and major international festivals, we have the experience, innovation and creativity to engage audiences through inspired campaigns.

Our focus is on building the relationship between brands and audiences and as such we pride ourselves on being a client-focused and results-driven agency.

We will ensure that your message is clearly communicated to the right people through our strategic communications campaigns and strong relationships with key regional, national and international arts and mainstream press.



MANAGING DIRECTOR | FARZANA BADUEL

Farzana Baduel is Founder and Managing Director of Curzon PR and was previously Vice Chair of Business Relations for the British Conservative Party. She is currently Expert Advisor to Sotheby's Global Partnership. She is the Editor-at-Large for *Epicurean Life*, a luxury lifestyle magazine.

ADVISORY BOARD



RON CICCONE

Ron Ciccone was Managing Director of Turner Broadcasting Middle East/Africa for 25 years. He is a distinguished diplomat of the media industry, introducing CNN to heads of government from Tunisia to Tehran. During the first Gulf War he assembled a family of CNN affiliates throughout the region and the news channel effectively replaced state controlled media as the channel of choice. He went on to develop the CNN Arabic service and CNN Turk. A master trouble shooter and negotiator, he nurtured the fledging cable systems in Israel and was the first media representative to sign a broadcast agreement with post-revolutionary Iran. Ron serves on the board of Translux Holdings and The Arabian Gulf Fund.



ANTHONY FISHER

Anthony Fisher is the Founder of Global Strategy Limited, which provides strategic and communications advice to institutional and private clients. He is also a Director of Scythian Limited, a boutique consultancy advising on structuring corporate acquisitions in the FSU. Fisher is a director of several not-for-profit organisations including the British Ukrainian Society, the DF Foundation, the Bonita Trust and Youth Music Theatre UK. Qualified as a barrister, Fisher was a tax partner at KPMG, and served as a senior consultant to Lord Tim Bell, Chairman of the Bell Pottinger Group. He has advised multiple governments, was seconded to the Government of Gibraltar as its first Finance Centre Development Director and has been an advisor to the Maltese Government for over 15 years.



SK LINGAM

SK Lingam (SK) is the Chairman of the ASEAN UK Business Forum (AUBF), which was initiated 16 years ago by the then, their Excellencies the Ambassadors and High Commissioners of the Association of South East Asian Nations (ASEAN) to the Court of St James's. SK remained elected Chairman of AUBF for a decade since its inception. He resigned voluntarily after 10 years' service and was appointed the first Honorary President of AUBF, a position which he still holds. SK is also a founding and former member of the Malaysia UK Association (MUKA) and The Focus Malaysia Group (FMG) in London. SK is currently the founding member and first Chairman of Malaysian Link UK (MLUK).

OUR TEAM

MANAGING DIRECTOR | FARZANA BADUEL



Founder and Managing Director of Curzon PR, Farzana Baduel was Former Vice Chair of Business Relations for the British Conservative Party. She is also Editor-at-Large for *Epicurean Life* magazine and a regular contributor to *The Guardian* and *Business Today*. She is a board member for CARE Pakistan, a charity providing free education for underprivileged children and YMT, Youth Music Theatre in London.

DIRECTOR | SEIG DE VATER



Founder of Debrecks Marketing, Seig De Vater also founded the European Family Office Investment Forum as well as a service to visit and meet with the family offices of Australia and the Super Funds (Pension Funds). He launched the first Leadership Summit and Investment Summit in London and was appointed Chairman of FMG Eurasia, which specialises in frontier funds.

DIRECTOR | MARYANA GREENBERG



Maryana Greenberg graduated from the Fashion Institute of Technology in New York and acts as the liaison to Russia on fundraising for The Chagall Project. She is responsible for business development for Mystetskyi Arsenal, Kiev, Ukraine and responsible for business development for the Artist Pension Trust and FDNA Accessible Genetics.

DIRECTOR | KATE WAKE-WALKER



Former PR Director at Bates Europe, where Kate Wake-Walker delivered corporate communication strategies for Bates Europe/Saatchi&Saatchi in 17 countries. Prior to this she was Head of International communications and PR for VCCP and also worked in-house UK Communications, Sponsorship and PR Director for Eurosport TV and UK PR.

ASSOCIATE DIRECTOR | GARRETT MARQUI



Garrett Marqui is political and public affairs campaign developer based in Washington, D.C. He has worked on two Presidential campaigns and counselled three U.S. Secretaries. He has also advised for Bulgaria, the Czech Republic, and worked in Oman on behalf of The White House.

ASSOCIATE DIRECTOR | BARBARA FIALA



Barbara Fiala is an International political strategist based in the Czech Republic. A member of the Israeli-Czech Chamber of Commerce Board of Directors, she is also part of a research team for Israel's Institute for Counter-Terrorism.

OUR TEAM



MEDIA RELATIONS
DANIEL CINNA



BUSINESS DEVELOPMENT
ASHTA DOYLE



MEDIA RELATIONS
MIRIAM NASRALLA



WEBSITE DEVELOPER
AGUSTIN MOURATOGLU



CONTENT MARKETING
MICHAEL OSIYALE



EVENT MANAGEMENT
BORIS STANEVICH



ACCOUNT MANAGEMENT
ANJALI CHRISTOPHER



OFFICE MANAGEMENT
SANDEEP KHANDOLTA



OUR SERVICES

STRATEGY AND BRANDING

The heart of successful communications campaigns

The single most important communications tool we offer is our Strategy Report. It provides the foundation to any effective PR campaign and allows us to streamline messaging and outline a tactical plan to capture your target audience.

We offer half-day strategy workshops through which our experts work with your team to identify objectives and develop key messages in order to create a bespoke Communications Strategy Report.

This comprehensive report includes:

- A perception audit
- In-depth research of target audiences
- An analysis of the competitive landscape



MEDIA RELATIONS

Clear communication to your target audience

With over a decade of experience working with leading media and cultural organisations –Nationally and Internationally - our expert Media Relations team will ensure that your message is clearly communicated to the right audience.

We offer an unparalleled awareness and insight into media relations and have excellent relationships with regional, national and international press.

We build positive relationships between brands and audiences. From broadsheets to broadcast, online to on-air, we have an established track record of securing top-tier coverage in both sector-specific and mainstream publications.

Our expert approach, strategic insight and global network gives clients the confidence that we can deliver success.



MEDIA TRAINING

Helping you to communicate effectively

Our Media Training experts know what journalists want and can train you to communicate your point successfully.

We offer expert advice from people who have put celebrities and leading cultural figures through their paces. They will prepare you for difficult questions and dealing with the media by honing your own communication skills in order to give you the ability to know what to say and how to say it.



EVENT MANAGEMENT

The expertise to create unforgettably successful events.

Our Events Management Team create, manage and organise effective and inspiring events. Our team pride themselves on their attention to detail which allows them to host some of the most diverse and engaging events across the world.

We provide a range of services, including:

- sourcing venues
- guest list management
- sponsorship
- supplier liaison
- charity partners

We have the capacity, experience and network to secure high profile guest speakers and an audience of leading figures in the fashion industry and beyond.

Past events include fashion shows, charity galas and in-store launches.



CONTENT MARKETING

A crucial part of every campaign

The Content Marketing team at Curzon PR uses a strategic approach to build your online reputation and engage target audiences.

We develop digital assets for brands through website copy, blog posts, content creation and a multi-faceted social media presence. We can maintain a constant and relevant digital presence for your brand.

Working across several digital platforms we target social media and digital content to online audiences in order to build communities, increase engagement and influence perceptions.



SEO & DIGITAL MARKETING

Making your website count

With over six billion searches on Google each month, it is important that your website meets the demands of the world's leading search engines.

We ensure that sites include the three main pillars of SEO:

- Accessibility
- Relevancy
- Credibility

Our Digital Marketing Team optimise your digital assets by updating links and ensuring the data is relevant, up to date and contains all the right keywords. We make sure that your site can be indexed by search engines like Google and Yahoo.



WEBSITE PRODUCTION

Ensuring that the first impression is the right one

Our Website Production Team can help you communicate effectively by combining creativity with best practice usability. We will construct a creative website that brings your brand to life whilst keeping the end user in mind through the entire design and architecture process.

We can translate user requirements into compelling design whilst using effective and engaging copywriting with keyword rich content to ensure visitors to your website. All our website production is constructed using a friendly interface that is mobile and tablet friendly.





CASE STUDIES

MISSONI

LONDON FASHION WEEK LUNCH

OBJECTIVE

The owners of the Missoni Sloane Street store understand the long-term benefits of building close customer relationships.

During busy London Fashion Week they wanted to meet and make new connections with women who fit their target profile of customer.

CAMPAIGN

Curzon organised the in-store lunch, sourcing relevant suppliers, catering, staffing and curating the guest list.

It was important to the Missoni team to ensure that Curzon PR could provide an appropriate guest list. A series of planning meetings established our ability to deliver and we collaborated with Missoni to organise the particulars of an in-store lunch to be held on the final day of LFW.

RESULTS

Achieving an attendance of 40 people, the careful selection of target customers resulted in purchases taking place, while encouragement to leave contact details facilitated future relationship building



Missoni

Requests the pleasure
Of your company for lunch
On September 22nd at 12:00pm

MISSONI BOUTIQUE - 193 Sloane Street
s.a.s.p. elena@curzonpr.com
T. 0203 178 6693

 CURZONPR



QUINTANA COUTURE

OBJECTIVE

Curzon was brought on board by the highly talented couturier Juan Carlos Quintana who was struggling to attract the wealthy clientele essential to the growth of his business.

CAMPAIGN

Our strategy workshop identified the adverse location of the business for his target market and we advised a move to Knightsbridge. We developed advocacy for his brand through introductions leading to product placement. Finally, we invited his target profile of customers to private events at his new atelier.

RESULTS

The move to Knightsbridge immediately changed how the business was regarded by stylists and potential buyers.

Product placements led to high profile coverage across major media including *Hello!*, *Daily Mail*, *InStyle* and *Vogue.com*; stimulating direct enquires from consumers. The strategic combination of location, coverage and advocacy gave Quintana genuine credibility among his target audience and boosted sales.

“Amanda Holden rules in the fashion stakes.”

- Hello, 7 June 2010



THE CHILDREN'S TRUST

MAD HATTERS FASHION SHOW

OBJECTIVE

The Children's Trust is a national charity working with children with acquired brain injury, multiple disabilities and complex health needs. The foundation hosts a number of events each year as part of their fundraising calendar.

Curzon was brought on board as event sponsor of the prestigious 'Mad Hatters' parade showcasing designs from some of the finest in millinery and fashion; co-produced with prestigious department store Harvey Nichols at the members-only club The Hurlingham, London.

CAMPAIGN

As event sponsor, Curzon was involved in all aspects of the fashion parade production from designing promotional material through to garnering extensive media coverage and obtaining exclusive interior designer sponsors for the design of the catwalk.

RESULTS

Through our extensive media relations campaign, the charity fashion show received mentions in a number of top tier London publications and luxury press, including an exclusive feature in *Epicurean Life*.



CONTACT

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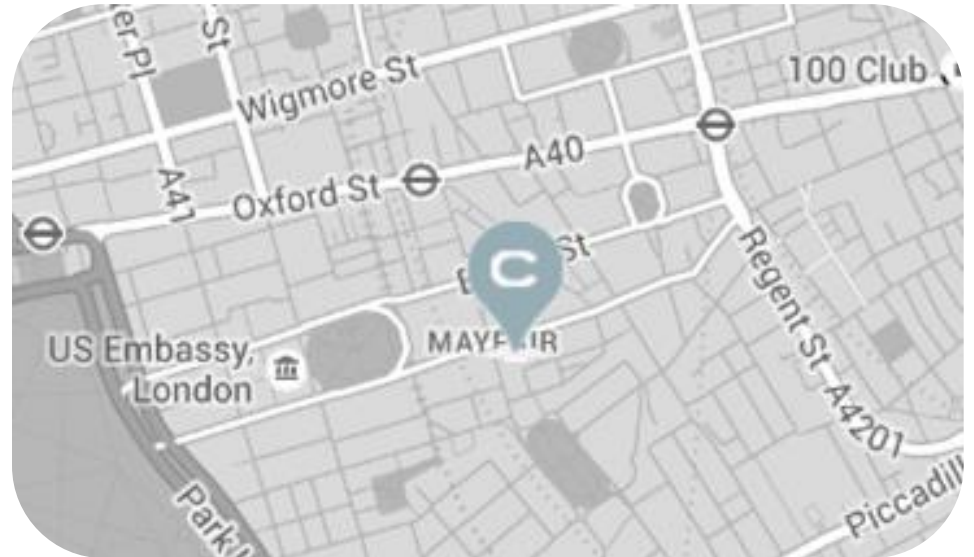
<http://www.linkedin.com/company/curzon-pr>



<http://www.youtube.com/curzonpruk>



Curzon PR



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Khar, Mumbai

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