



For Excellence in Media Relations & Publicity

Ahead of the Eco-Chic Curve! reisenenthal.



Situation:

Having already enjoyed great success in Europe, Reisenenthal hired us to launch and position their line of fashionable, lifestyle accessories in the U.S. market. JB Cumberland PR immediately identified the brand as a perfect fit in the new, chic, green-living movement sweeping the U.S. and re-positioned the brand as a stylish, environmentally-friendly line.

Eco-Chic Reisenthel Rocks the Fashion World!



Reisenthel participated in the gift bag for the “**Ugly Betty**” Premiere Party in New York, as the coolest and most trendy, stylish accessory on the market.

Reisenthel participated in the gift bag for the New York Fashion Week 2008, as a perfect partner for the new collection of the stylist **Tibi**.

