

case study

Client Name | D'VOSHION

Challenges:

Previously available solely by special order, D'Voshion designers Ludmila Tomashevskay and Natalie Vorontsoff cater to a private clientele of Hollywood notables and socialites. Now preparing to sell in high-end stores and boutiques, the designers sought 720 to help expand their brand in the media and amongst the entertainment social circle. Specifically:

Procure red carpet and TV placements through rising and established celebrities that matched their brand demographic.

Match the brand with events that would provide niche visibility amongst potential consumers

Create further awareness of the label amongst fashionable jetsetters and socialites

Build relationships with fashion writers, stylists, and editors



Strategies:

Joy Donnell and Li Sapp-Weaver of 720 implemented a campaign that would debut D'Voshion to the entertainment community. This included inviting stylists, and editors to meet directly with the designers, identifying celebrities and socialites that fit the label's style, and encouraging alliances with influentials in fashion and entertainment.

Results:

D'Voshion acquired several red carpet and TV placements including dressing **Sofia Milos** from CSI: Miami for the **2006 Latin Grammy's**, **Joanie Dodds** of America's Next Top Model for **VH1's BIG IN 06** [pictured above], **Vanetta Smith** for the Hollywood premiere of her film FREEDOM WRITERS (Paramount), **Kimberly Estrada** from LOST (ABC) for Night of 100 Stars and the Vanity Fair party for **Oscars Night 2007**, and nominee/presenter **Christel Khalil** for the **2007 NAACP Image Awards**. They have also been building loyal relationships with starlets as well as socialites that include fashionista **Chudney Ross** (daughter of Diana Ross), **Lady Victoria Hervey**, and **Jasmine Dustin**, to name a few.

Editors with local and national publications have been familiarized with D'Voshion and the designers have enjoyed meet-and-greets as well as editorial placements with GENLUX, APPAREL NEWS, AMERICAN SUPERSTAR MAGAZINE, and CALIFORNIA STYLE.

The designers have started building relationships with movie producers and production companies for placement in films. 720 helped them secure placement in the upcoming release DARK REEL starring Ed Furlong and Alexandra Holden.

The label partnered with promotional events that targeted their demographic in Hollywood, including a fashion show produced by TD INK Magazine at Beverly Hills hotspot AREA. The audience included mega-producer **Jerry Bruckheimer** (Pirates of the Caribbean), director **Michael Bay** (Transformers), and fashionista **Samaire Armstrong** of ABC's DIRTY SEXY MONEY