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## The Challenge

New to the area, a fashion designer had embarked on a journey to open her own high-end women's clothing store. With no local network, she looked to Milldam to provide exposure to for the store and become a known entity within the broader

## The Solution

Milldam designed a three-pronged campaign that included a grand opening event, media relations, and community relations.

To ensure a successful event Milldam built a host committee of influential women in the area. By tapping into its network, Milldam was able to increase the reach of the grand opening event significantly, maximizing the buzz. Milldam also launched a media relations campaign.

Additionally, Milldam reached out to local stakeholders, providing introductions to the store's proprietor and pave the way for smooth relationship building and community relations.

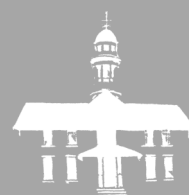
*"Milldam's work on behalf of the boutique created the buzz to ensure the successful launch of Nicole Marie. We were also delighted with the number of valuable press placements for the store and the designers that we carry."*  
*Marissa F.*

*Nicole Marie Boutique*

## Outcome

Nicole Marie had a successful launch event that attracted numerous members of the media and more than over 200 influential attendees.

Following the event there were more than twenty articles in the fashion trade press, as well as numerous mainstream publications.



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