

artistspringboard’s main objective is to market and raise fashion artists profile (designers and stylists), also recognising and driving the exposure of artists’ unique Creative Skills that will attract potential audiences and organisations to their work. “We take pride in providing full benefits with the aim to deliver effective results through our Online PR services offered to emerging designers and stylists.”

Online PR services

PR Services	Activities involved
Assistance with marketing materials	<ul style="list-style-type: none"> • Support on write up about the brand including editorials • Support given with administration involved in producing materials
Mass mailings	<ul style="list-style-type: none"> • Mass mailings with news update on the brand
High presence on artistspringboard’s website	<ul style="list-style-type: none"> • The brand is continuously displayed and updated on artistspringboard i.e. home page, events page with some pages being redirected to your website

PR Services	Activities involved
Support with press release	<ul style="list-style-type: none"> • Circulation of release with the aim to result in editorial mention
High presence on artistspringboard's blog page	<ul style="list-style-type: none"> • The brand would be updated periodically on the blog and linked to Facebook page

Designers and stylists / PR Criteria:-

- Designers and stylists must present a portfolio demonstrating the quality of their work
- Designers and stylists are to be emerging/up and coming artists
- Designers and stylists are required to provide background information on their brand profile i.e. target audience, brand concept etc
- Designers and stylists must have a strong background in fashion i.e. education, experiences
- Designers and stylists must demonstrate full commitment in order for artistspringboard to support in boosting their brand to a reputable level within the fashion industry

For enquires on various packages for the above services email info@artistspringboard.com