

A man with dark hair and a beard, wearing a dark jacket over a white shirt, is looking down at a purple book he is holding. The book has the title 'THE CREATING CAREER' on its cover. The background is a blurred indoor setting with green plants.

Role of Fashion PR for the Growth of a Fashion Company in India

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Brand Awareness:

PR helps in increasing visibility and recognition of the brand through media coverage and influencer collaborations.

Sabyasachi Mukherjee

Brand Awareness: Collaborated with global celebrities like Oprah Winfrey, Priyanka Chopra, and others for significant international media coverage.



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Reputation Management:

Maintaining a positive brand image and managing any negative publicity or crises effectively.

Anita Dongre

Handled controversies regarding sustainability claims by transparently sharing the brand's ethical practices and certifications.



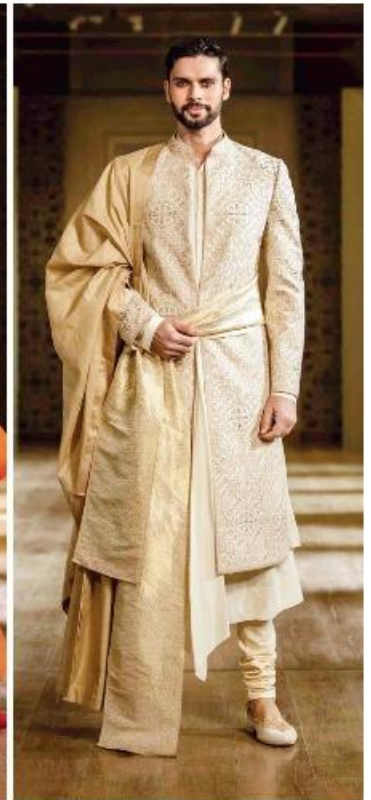
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Market Positioning:

Establishing the brand's position in the market by highlighting its unique value propositions and differentiators.

Tarun Tahiliani

Positioned as a fusion of Indian and Western fashion through strategic PR campaigns highlighting the brand's unique designs.



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Customer Engagement:

Building a loyal customer base through engaging content and interactions on various media platforms.

Manish Malhotra

Utilizes social media to showcase behind-the-scenes content, fashion shows, and celebrity endorsements.



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Sales Growth:

Driving sales by generating interest and desire for the brand's products through targeted PR campaigns.

Ritu Kumar

Boosted sales through targeted PR campaigns during wedding and festive seasons.



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