

HOW WE MAXIMIZED ORGANIC PR AND REACH WITH ATTENDING NYFW



STRATEGY:

Integrate elements of Estonian culture into NYFW to gain recognition from both international audiences and local press.

EXECUTION:

- #1 Fused traditional Estonian craftsmanship with modern streetwear.
- #2 Positioned artist Nublu as a key figure in the fashion show to maximize PR impact.
- #3 Documented the journey in a mini-documentary to extend the story beyond the runway, which was premiered at our showroom opening later that month.

RESULT:

Our NYFW fashion show received extensive media coverage, significantly boosting brand visibility. Major national TV channels and leading newspapers covered the event, culminating in our nomination for the prestigious Silver Needle 2025 Award.

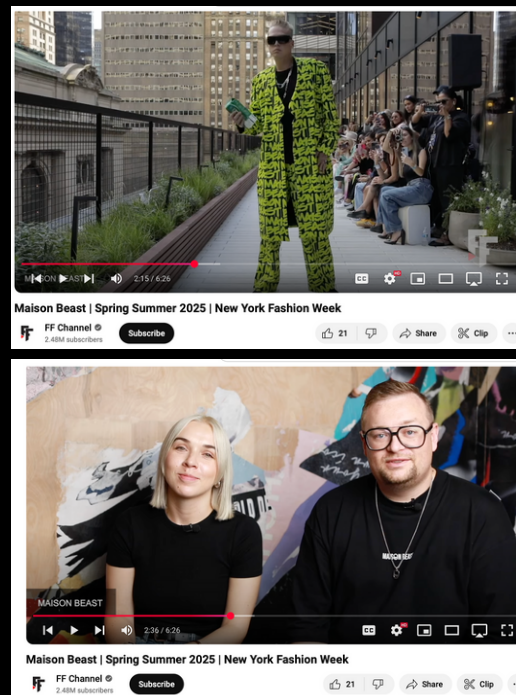
INTERNATIONAL PRESS

PUBLICATIONS:

Elle
Harper's Bazaar

INTERVIEW:

FF Channel, @FFChannel_Official (2.48M subscribers)



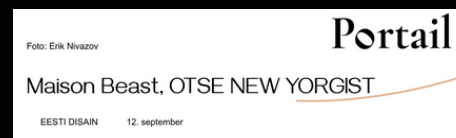
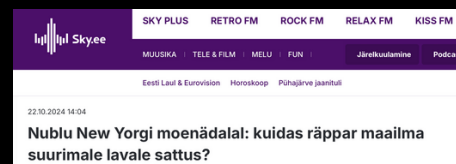
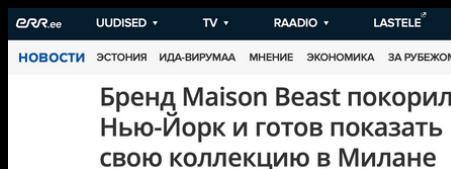
LOCAL PRESS IN ESTONIA

TV:

ETV: ERR culture, Terevisioon
ETV+: Horisont
Duo Media: Õhtu!

PUBLICATIONS:

Äripäev
Postimees: Elu24
Delfi: Anne&Stiil, Kroonika
Õhtuleht
Sky Media
Portail
Lifestyle Baltic



BILLBOARD ON TIMES SQUARE



MINI-DOCUMENTARY 'NEW YORK STATE OF MIND: THE ROAD TO NYFW' PREMIERED AT MAISON BEAST SHOWROOM OPENING

