

Suite 210
343 Little Collins Street
Melbourne VIC 3000
Australia
t: +613 9005 9346
f: +613 8677 1132
e: contact@sosumeclothing.com
www.sosumeclothing.com

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TESTIMONIAL

After returning home from overseas with a clothing collection ready to hit the Australian market, I knew I had to somehow reach my target market. Dionne Taylor (Moskow) decided to take on the challenge and Pip Jarvis was assigned to my account. Sosume was about to flood the Australian and New Zealand press.

After a quick brief, Pip was able to create a wonderfully attractive press release and we hit the ground running. She threw the collection at all my targeted magazines and other press mediums with aggression and determination. It was an instant success with features in Woman's Health, Cleo and Cosmo. As samples were constantly being sent out to all magazines, I had to keep feeding more and more to the Polkadot team thanks to their assertive plan. Pip also managed to get features in online blogs and even New Zealand magazines. Every week I would receive an overwhelming update and progress report on the account, which would arrive on Friday afternoons and keep me happy all weekend.

The highlight of the campaign was a huge double page spread of a Sosume garment draped over the shoulders of the gorgeous Natalie Imbruglia in InStyle Magazine.

I can comfortably say, the campaign devised by Pip and the team, lured in consumers and attracted some very high profile boutiques in all major cities and can be strongly attributed to the success of what Sosume experiences to this day.

A big thank you to Dionne for bringing Sosume in under the Polkadot umbrella and an even bigger thank you to Pip Jarvis for her constant interaction with the media and myself.

Kindest regards

Alex Trimmer
Managing Director
Sosume Clothing