

kpr, inc.

kpr



Beautyfashionlifestyle

PRESENTED BY
ALISON KENNEDY
EVENTS

GIORGIO ARMANI



ANTHONY NAK™

L'ORÉAL

Madswell

The Container Store

The Original Storage and Organization Store®



frederick's
OF HOLLYWOOD

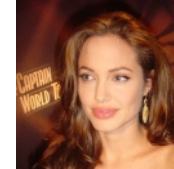


bugaboo

CHAMPAGNE
PERRIER JOUËT
Epernay—France

kpr's expertise is

- Celebrity Outreach



- Events



- Strategic Marketing



“Because there is no second chance to make a good first impression.”

events

FASHION SHOWS

- Terexov
- Buffalo Jeans
- Giorgio Armani
- Norma Kamali
- Park & Ronen
- Frederick's of Hollywood
- David Cardona
- Petro Zillia
- Samora
- Mercedes-Benz Fashion Week at Smashbox Studios, LA
- Mercedes-Benz Fashion Week at Bryant Park, NYC
- Evisu
- Miami Swimsuit Shows, Miami

PRODUCT LAUNCHES AND STORE OPENINGS

- 5S Shiseido
- Bugaboo
- Body & Soul
- Nike Goddess
- Madewell
- Frederick's of Hollywood
- Ferrari Maserati
- Swarovski
- The Container Store
- Iman by Iman
- Justice by Dominic Dunne
- Dior J'Adore Perfume
- DuWop

PARTIES

- Madewell Influencer Event at the Sunset Tower Hotel
- Tupperware Celebrity-Hosted Tea Party
- Rock the Runway for City of Hope
- Ashley Scott Bridal Shower
- Women in Film Crystal + Lucy Awards
- Mariska Hargitay's 40th Birthday
- Madewell Editor Breakfast to launch Mercedes-Benz Fashion Week at Smashbox Studios
- Donald Trump Dubai event

strategicmarketing/promotions

- Oscar In-Style Helena Rubinstein Beauty Suite
- Maserati / Napa Valley Wine Auction
- InStyle Oscar Estee Lauder Beauty Suite
- Dior J'Adore Perfume launch
- Giorgio Armani-Eric Clapton Charity Benefit for Crossroads
- Shiseido 5S SOHO and LA store openings
- Shiseido Perfume launch parties NY and LA
- L'Ermitage Oscar suite with Escada, Van Cleef and Arpels, Apple, Helena Rubenstein
- L'Ermitage L'Oreal /HBO/Vanity Fair Golden Globes Suite
- Cosmopolitan Fun Fearless Female Awards
- The Container Store Los Angeles Store opening
- Madewell screening of "The Holiday"
- Nike Goddess store opening parties, South Coast Plaza and The Grove
- Influencer Event Nike Goddess
- City of Hope Rock the Runway Party kickoff party for Mercedes-Benz Fashion Week at Smashbox Studios
- Diesel Passport collection presentation
- Celebrity Birthday Parties
- Celebrity Baby Showers
- Tupperware Celebrity events
- Diesel Gifting lodge Sundance
- L'Oreal Golden Globes Luxury Lounge suites (6 years)
- L'Oreal Emmy Luxury Lounge Suites (4 years)
- Diesel William Morris Sundance Party
- Nicky Hilton closing party for Mercedes-Benz Fashion Week at Smashbox Studios
- Swarovski seasonal collection presentations
- Fashion Shows: Diesel, Chanel, Giorgio Armani, Petro Zilla, Eduardo Lucero, Samora, Buffalo Jeans, Dragana, Terexov, David Cardona, Frederick's of Hollywood, Grey Ant, Jared and Evisu
- Red Envelope Launch
- Cristi Conaway Suede Box Launch
- Ashford.com Diamond Tour

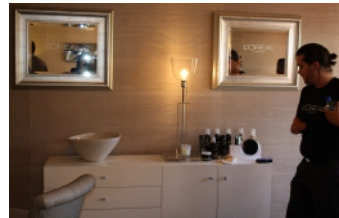
Red Carpet



Onald Trump Dubai Tower Event Private Concert by Christina Aguilera



Emmys 2010 Loreal



Container Store LA Opening



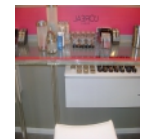
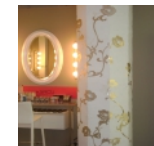
Madewell Editor Influencer Event



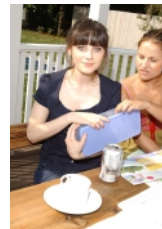
Sag Awards 2010



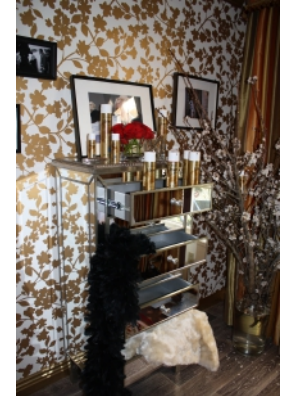
Project Runway 2010



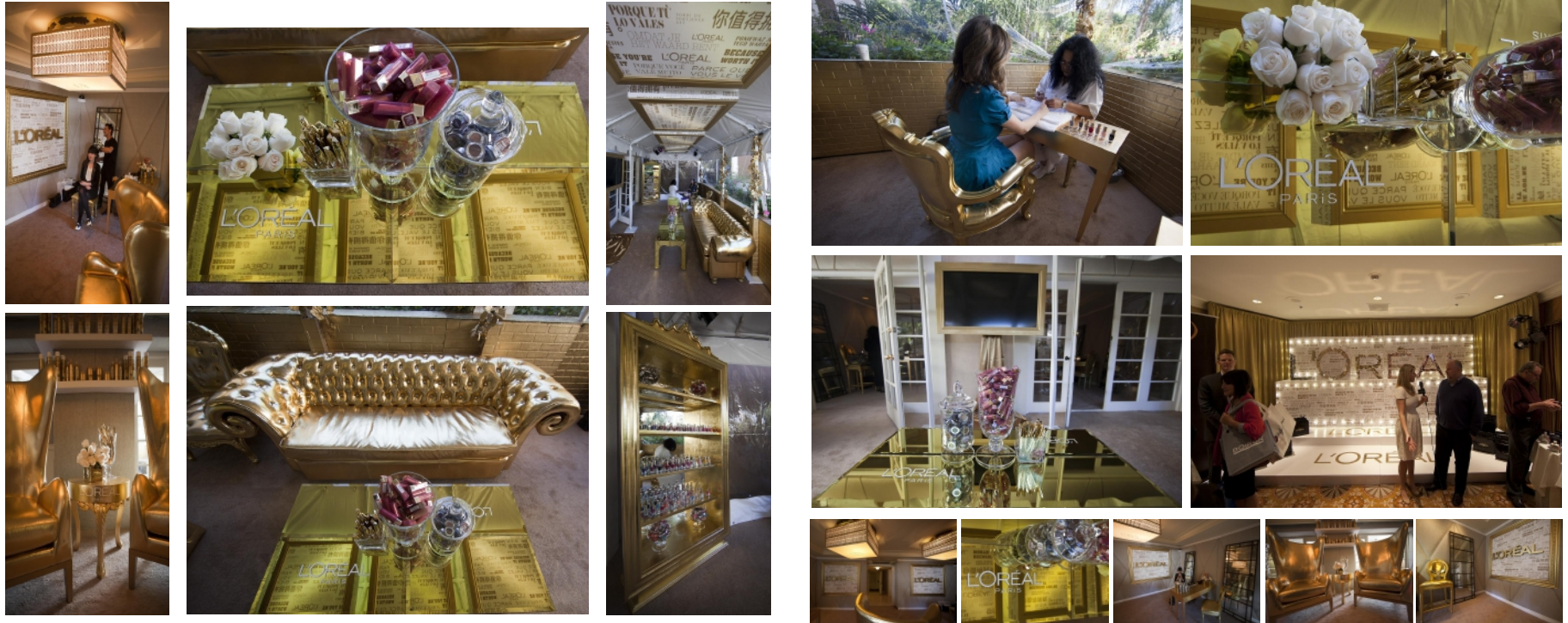
Tupperware



Oscars 2011



L'OREAL Jan 2012



Maxim 100 Playground



Shows





ANTHONY NAK™



JOHNSON



Key Executives

Alison Kennedy- Owner

Alison has over 17 years of public relations knowledge and experience. Her background is in the luxury market having worked at Giorgio Armani as the events director and editorial coordinator. Alison moved on to Ted-Inc a NY based PR firm where she was the west coast manager of the Ted-inc LA and San Francisco offices. Alison was responsible for several successful luxury launches Ashford.com, BeautyJungle.com, Red Envelope, etc. Ted-inc, with the help of Alison, hosted the first ever Oscar gifting suite at the Four Seasons Hotel. After many years and numerous events and successful campaigns at Ted-inc including, Du-wop, Shisedio's 5S brand- store concepts and products, Pamela Denis's return to the fashion world. J'adore parfum launch party, Perrier Jouet 100 year flower bottle celebration, MUMM – paint the town red, etc, Alison decided to use her experience and launch her own company- called kpr- which is short for Kennedy Public Relations. She has had a vast amount of success and has had the pleasure of working with some very prestigious clients, IMG Fashion, The Container Store, Shisedio, Swarovski, Van Cleef and Arpels, Anthony Nak, Terexov, J-Crew, and many others. Alison hopes to continue to grow her vision with new and exciting clients.

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VIDEOS

<http://www.visionarygroupla.com/default/loreal-suite.html>

<http://www.visionarygroupla.com/default/maxim.html>

<https://www.facebook.com/photo.php?v=497545766910&set=vb.555531910&type=3&theater>

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Thank You!

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