

Media Pitch

Zenni Launches New York Fashion Week Partnership with #ZenniNYFashionWeek Campaign in 2022 as new title sponsor

Jocelyn,

I hope this email finds you well.

I read your story in *The Associated Press* on the ineffable nature of American fashion and its portrayal in Andrew Bolton's Met Gala fashion exhibit. As such, I want to provide you with a news release I have attached, detailing Zenni's partnership with New York Fashion Week as the official title sponsor for the event beginning in 2022.

Additionally, Zenni will be working with Kendall Jenner to launch the #ZenniNYFashionWeek social media campaign on Twitter. Zenni will choose 10 eligible guests who upload a tweet with the hashtag #ZenniNYFashionWeek and fly them out to Zenni New York Fashion Week, as well as provide them with 50% off their first pair of glasses.

Kendall Jenner will be available tomorrow for a phone call, please let me know if you would like to join.

Thank you for your review and consideration.

Daniela Trujillo