

SHOWROOM ICU

PARIS/NEW YORK

AN ALL-INCLUSIVE SALES & CONSULTING AGENCY: INDEPENDENT, CURATED,
UNIQUE

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ICU stands for independent, curated, unique- and those characteristics guide everything we do; from our designer selections, branding & creative direction, to our sales & distribution, and public relations.

Our story and experience set us apart from the masses- we see your brand from *the outside in*, while collaborating with you from *the inside out*.

Drawing from these two perspectives, we have the unparalleled advantage of sharing a unified and well-rounded perception of your brand.

Together, we define your goals to structure what we are able to accomplish. In order to succeed, there may be elements of your current brand that we can enhance and refine together.

BRANDING & CREATIVE DIRECTION - SALES & DISTRIBUTION - INDUSTRY & PUBLIC RELATIONS

We work in stages as we prefer to be strategic and thoughtful in our actions. Our end goal is to achieve a valued success through key positioning & brand development which illustrate your unique attributes and independence from the masses.

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BRAND CONSULTANCY & CREATIVE DIRECTION

Targeted toward designers & artists whose brand requires further development, we work together to build your voice and unique position in the market.

- Consultancy includes and not limited to:
 - Creative Direction: brand voice, positioning, social media & marketing initiatives
 - Editorial / Multi-Media: organization + direction
 - Look book / linesheet: concept & creation
 - Website user interface / internet applications: problem areas + solutions
 - Affiliation: concept + direction

2

SALES & DISTRIBUTION

Sales & distribution is a joint effort. We start by defining together, your immediate sales goals. We then create a realistic plan of action in order to succeed. Distribution starts with sales to boutiques but it also requires exposure. We present you with opportunities to participate in trade shows, pop-up shops, trunk shows, etc.

Requirements:

- Established brand voice & position in the market
- Sales calendar & objectives
- Professional look book & website
- Active social media & marketing initiatives
- Buying conditions, reliable production schedule & line sheets

(If not met these requirements can be accomplished through brand consultancy)

3

INDUSTRY & PUBLIC RELATIONS

National and international Public Relations campaign targeted towards designers who have defined their brand voice & position and ready to approach the market.

Campaign services are proposed through an outsourced affiliation. We continue to work with you and your PR representative to communicate your publicity objectives and goals.

PR Services include and not limited to:

- Magazine editorial placement / interviews / reviews
- Industry recognition
- TV placement / interviews / reviews
- Event / exposition / trunk show planning & execution
- Social media & marketing initiative
- Affiliation & collaboration management

ICU

A crucial part of your brand is the voice you create for it. Brand image through print media can be presented via look books, line sheets, photo shoots and editorial. For this reason we have aligned ourselves with talented photographers, stylists, retouchers and graphic designers from all over the world. This page exhibits a small sample of editorial styled, directed, re-touched and photographed by the ICU network.



Image Credits: Christian Summers Styling & Creative Direction @SHOWROOM ICU, Christian Geisselmann Photography @Light Kitchen Studios Paris, Daniel Peter Shultz Retouch @Light Kitchen Studios Paris, Hervé Haumont Styling, Candy Kennedy Photography, Mark Sherman Editing & Re-Touch @ Mark Sherman Film, Chrystie Pusack-Livolsi @A Decent Idea Music, CREEM Magazine, Candy Kennedy, Christian Geisselmann

PRESS ICU

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A successful industry & public relations campaign requires specific elements to position your brand uniquely in the market.

Partnering with experts who specialize in beauty, fashion & lifestyle media relations, we understand what the media wants, but more importantly, the power of buzz marketing and how to create it.

Through exposure to print, broadcast and online media, our team will strategically implement client-specific public relation strategies for those wishing to increase brand recognition, drive profits and gain international exposure through the power of public opinion generated via media coverage.

This page exhibits a small sample of press received for ICU designers & by our partners in public relations.



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