

MARKETING CONTENT





VICTORINOX

Home of the “Original Swiss Army Knife,” Victorinox is the standard in traditional Swiss innovation, marked by reliability, functionality, and unprecedented quality. Based in the Village of Ibach, between towering, snow-covered Alps, Victorinox produces and distributes a wide range of extraordinary products with practical applications: Household and Professional Cutlery, Timepieces, Travel Gear, Fashion, and of course, Swiss Army Knives.

PR dept.

PR DEPT was established to take branding to a new level. Non-traditional in our thinking, and in our approach, we support clients who are looking to make the mold, not fit into it.

We act as an extension of public relations and marketing teams, drawing upon our unique expertise in entertainment, event, and celebrity PR to launch a 360-degree communications strategy that addresses key issues and reaches specific goals. It is our intent to implement a program for BUZZ MEDIA that will define a public identity for the brand, and drive awareness for your mission, while supporting ROI for the company and its sponsors or partners.

THE COVETEUR AND VICTORINOX COLLABORATE TO BRING A MEN'S "GUIDE TO WINTER STYLE PREVIEW" AT THE 2013 SUNDANCE FILM FESTIVAL

Sundance is just around the corner, and once again, celebrities, filmmakers, and industry A-listers are rummaging through their closets to find the perfect winter wardrobe for the snow-covered extravaganza. Offering actors and audience members a behind-the-scenes look at some of the most exciting trends of the season, *The Coveteur* has teamed up with Victorinox to provide a "Guide to Winter Style Preview" at the 2013 Sundance Film Festival in Park City, Utah.

Founded by designer Erin Kleinberg and stylist Stephanie Mark, *The Coveteur* is changing the way people understand personal style. Allowing readers full access to the creative process of some of the most influential people in the fashion world, the digital fashion magazine is bringing celebrity style secrets out of the closet and onto the slopes. Together, Kleinberg and Mark have chosen a spectacular assortment of snow-savvy apparel from the latest Victorinox line, best known for their Swiss Army style, to keep some of the most recognizable men at Sundance fashionably warm and accessorized for the winter season. This year, the lucky guys being "Coveteured by Victorinox" are **Casey Affleck, Adam Brody, Matthew Goode, Dermot Mulroney, Tony Okungbowa, Adam Scott** and **Alexander Skarsgard**.

At such high altitudes, these leading men need layers. Beginning with the Vx Traveler Sweater, a combination of both strength and softness, Victorinox offers the comfort and durability needed to trudge through the snow in style. Layered on top, Kleinberg and Mark have chosen the Davos Hooded Insulated Jacket, a lightweight material that traps heat in but won't stop them in their tracks, and the Ibach Scarf, which provides a final touch to the perfect winter ensemble. Keeping them on schedule throughout the festival, they will also be sporting either the Dive Master 500 Timepiece, with a more traditional feel, or the Night Vision Timepiece, featuring the same quality with a little urban flair. And last but not least, offering the perfect place to store their winter gear, *The Coveteur* has skillfully selected Victorinox's Spectra Luggage, which combines lightweight durability and contemporary design, providing the strength of a hard-side travel case without sacrificing personal style.

JENNIFER HOWELL

CEO Art of Elysium

Born in Hattiesburg, Mississippi, Jennifer landed in Los Angeles shortly after graduating from Emerson College with a B.A. in Mass Communications and Film. She has since become an inspiration to tens of thousands of children and their families, and set a new precedent for social responsibility within the entertainment community.

An accidental philanthropist, Jennifer had a movie career in mind before fate dealt her a different hand. “There really is no rhyme or reason to it,” she explained. “I wasn’t looking for a change in my life. I was super excited about being in LA and starting a career in the film industry.” But only after a close friend was diagnosed with Leukemia, and experienced first-hand the loneliness of children forced to suffer in a hospital bed alone, did a simple conversation turn into a totally different perspective. “For some reason, that story just redirected my life,” she said.

Soon after, Jennifer began volunteering at the Children’s Hospital in Los Angeles. But after several weeks of regular visits, she found herself in another unexpected position. “They took me in this big board room with a whole bunch of people,” she explained. “They said, ‘We never in a million years thought you would follow through. We love the artists you bring in and so do the children, but if you want to keep doing it, you have to start a non-profit.’” Reflecting on what became a major career change, she joked “I was 22 at the time. I didn’t even know what a ‘non-profit’ was.”

Nevertheless, she was determined to continue what she had started. And in the fall of 1997, the Art of Elysium was born. What began as a group of friends with a mission to make sure no child goes through treatment alone, became a new way of looking at art and its capacity for social change. “I believe in the power of creativity,” said Howell. “If you can teach a child to see a hospital room as a totally different world, and allow them to create their own reality through the means of creative expression, then you have given them the gift of imagination and the true healing power of art.”