

Fraîche PR and Communications

Fraîche is communication with a refreshing difference. We possess the agility, personality and creativity to place your brand, organization, or vision in the minds and conversations of the audiences that are most crucial to you.

WHO WE ARE

- o A communications consultancy for lifestyle and luxury brands.
- o A boutique agency with global know-how, based in New York City and Paris.
- o Passionate people offering energetic engagement and creative solutions.
- o A network that provides à la carte access to the best services in the business.
- o Experienced communications professionals who present clients' values with a relevant, memorable voice and style.
- o Diana Castelnuovo-Tedesco founded Fraîche PR after heading up global PR for Smirnoff and creating international PR campaigns in New York and Paris for brands including Davidoff & Absolut.
- o Jane Peck leads Fraîche Europe after working at Ogilvy PR Paris and as a bi-lingual consultant creating communications, special events, and website projects for companies such as IBM, Microsoft and JPMorgan Chase.

Clients

Bouké Wines*
Captain Morgan Rum
Christopher Caines Dance Company*
Discreet/Autodesk
The Fragrance Foundation
Givaudan
JPMorgan Chase
Kevin Pearsh *
L'Espace Contemporain de Beaune*
Microsoft
P & G Prestige Fragrances
Paris 2012 Olympic Bid
Paul Day Sculpture
PeclersParis
Smirnoff
Veuve Clicquot Ponsardin
Emo Lazlo

**Designed and created website*

WHAT WE DO

Communications

Programs driven by Fraîche ideas, authentic expertise and excellent execution.

- o National/Global PR campaigns
- o Press kits and video tools
- o Web-based communications
- o Media relations and outreach to opinion leaders
- o Spokesperson identification and training
- o Social responsibility initiatives
- o Programs to build brand passion and loyalty

Branding

Brand expressions that balance creativity and strategic thinking.

- o Positioning/brand strategy
- o Naming
- o Verbal and visual identity
- o Packaging copy and design
- o Web design and development
- o Product launch communication tools

Event Management

Tailor-made events that captivate audiences, communicate messages and create a Fraîche buzz around your brand or corporate initiative.

- o Corporate meetings
- o Press conferences
- o Product launches
- o Receptions
- o Exhibitions
- o Private functions
- o Designer "happenings"

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