

LATIÉNNÉ

COMMUNICATIONS

Exclusive Watch & Jewellery Communications Consultancy Launches in London

Latiénne Communications, the strategic marketing and communications consultancy created for and devoted exclusively to the watch and jewellery industry, has officially launched from its headquarters in London. The consultancy serves traditional to luxury-fashion consumer watch and jewellery brands and global organisations through local and international public relations, marketing, media buying and sales.

Latiénne Communications was founded by former LVMH and Burberry Publicist and University of the Arts Lecturer Charlene Laidley. With over ten years' experience in Marketing and Public Relations, Charlene Laidley has worked with a variety of brands from global Fortune 500 corporations to start-up/high-growth companies, trade associations and not-for-profit foundations spanning the USA, UK, France, Spain, Italy, the UAE and the Caribbean.

The company is the only consultancy of its kind operating in the international marketplace. Since its initial formation the consultancy has been commissioned to work on a number of high-profile campaigns and projects for brands such as: JeanRichard, Porsche Design Timepieces, Ventura Design on Time, P&G Braun clocks and watches, Vivienne Westwood Timepieces, Ingersoll and Eberhard & Co, across strategy and advisory, consumer and corporate public relations, media buying, industry intelligence, celebrity endorsement, sponsorship and event management.

The official launch of Latiénne Communications follows four years of passionate and in-depth research into the understanding of the watch and jewellery industry and the specialist marketing and public relations strategies and expertise needed to successfully launch, position and promote traditional, and fashion, watch and jewellery brands to the UK and international marketplace. Latiénne Communications will allow watch and jewellery companies to work with a highly trained and specialist marketing and communications team that is passionate about watches and jewellery and the growth of the industry, has invaluable and up-to-date knowledge and understanding of the mechanics of the industry, relationships with key UK and international media and business partners, and the creativity, innovation and determination to influence the purchasing decisions of our clients' core consumers. Latiénne Communications will provide bespoke services to in-house brand marketing and communications teams requiring specialist support services, non-specialist public relations agencies, multiple retailers and distribution companies.

Charlene Laidley, CEO of Latiénne Communications, commented: "We wanted to take a different approach to communications that is specifically tailored to the needs of clients within the watch and jewellery industry and not just skills training. In our role as specialist watch and jewellery marketers, and with our accredited associates from the communications profession, we are in a unique position to effectively position and promote our client organisations to their desired target consumer. With the increase in recruitment freezes, clients may not have the resources to make new in-house appointments; however, up-skilling is still essential to maintain high performance and we have a very skilled and professional team with a great track record of delivering on marketing and communications assignments. Using this approach we hope to raise standards and enhance the awareness and sales performance of today's watch and jewellery brands."

For further information on Latiénne Communications, please contact Nikki Verdon, Head of Press & Marketing Worldwide, Latiénne Communications, on nikki.verdon@latienne.com or Charlene Laidley, CEO, Latiénne Communications, on +44 (0) 20 7258 7424 or charlene.laidley@latienne.com. To visit our website, please go to www.latienne.com.