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## ○ häberlein & mauerer News Fashion March 30, 2009

Press Release

### **Munich: häberlein & mauerer snaps up new clients**

häberlein & mauerer has acquired the new clients Agent Provocateur and LACOSTE Apparel, and PR Consultant Lilian Kurz has joined the fashion team at the agency's Munich office.

### **New Fashion Clients**

**LACOSTE**, the traditional French brand which recently celebrated its 75<sup>th</sup> birthday, was founded in 1933 by the tennis player René Lacoste, whose nickname was "Le Crocodile." Head designer Christophe Lemaire has been responsible for the perfect look of LACOSTE's products since 2000. On behalf of LACOSTE Apparel, häberlein & mauerer will look after classical PR in Germany, the semiannual fashion show in New York, and the conception and organization of events.



Key visual of the current image campaign of LACOSTE Sportswear



The British lingerie brand **Agent Provocateur** was founded by Serena Rees and Joseph Corre in 1994 to assure that the female half of the couple would have truly beautiful undergarments. Despite their subsequent divorce, the couple's project remained outstandingly successful: Agent Provocateur's merchandise is currently available in fortythree shops around the world, with new venues added regularly. Celebrity testimonials include Kate Moss, Maggie Gyllenhaal and the latest celebrity, supermodel Karen Elson. häberlein & mauerer will take care of classical press work, as well as the conception and organization of events, e.g. the grand opening of Munich's first Agent Provocateur shop.



Key visual of Agent Provocateur's current image campaign

### Fashion Personnel

**Lilian Kurz** joined the fashion team as a new PR Consultant at häberlein & mauerer's Munich office in November 2008. Before coming to the agency, she worked in Marc O'Polo PR team and earned her master's degree in communication sciences. Her responsibilities at häberlein & mauerer include looking after the agency's clients Levi's® and LACOSTE Apparel. Lilian Kurz is tasked with strategic and conceptual client management; she and her team share responsibility for the press work, as well as for organizing and conducting events.

**Andrea Damböck** switched to the position of PR Manager on January 1, 2009. She had been an editor at ELLE before joining häberlein & mauerer in 2007. Under her direction, her team will look after the clients HUGO, Agent Provocateur and North Sails. Andrea Damböck and her team share responsibility for press work, as well as for organizing and conducting events.



### The Experiential World of Fashion

häberlein & mauerer established its Fashion experiential world more than twenty years ago: Levi's® was one the original clients when the agency was first founded in 1988, and Levi's® has remained with the häberlein & mauerer ever since. In ensuing years, the agency established several Fashion teams in Munich and Berlin. Each of these teams create and implement national and international communications concepts. They feel at home at the New York Fashion Week the same way they do at Pitti in Florence or the Berlin Fashion Week. The portfolio ranges from simple product PR to integrative consumer campaigns. The optimal mix of small, medium-size and large clients facilitates valuable synergies.

Among other labels, häberlein & mauerer looks after Fashion brands such as adidas, Dockers, flip\*flop, HUGO, Berlin Fashion Week (IMG), Kostas Murkudis, Levi's®, Turnover and Y-3.



Lilian Kurz  
PR-Consultant Fashion



Andrea Damböck  
PR-Manager Fashion



## Contact

If you have any questions, or if you need printable material, please contact:

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## About häberlein & mauerer

As a PR agency for consumer brands, häberlein & mauerer is active in the ten experiential worlds of Beauty, Digital Living, Fashion, Food, Interior Design, Luxury, Mobile Entertainment, Music, Sports and Tourism.

Our goal is to develop and implement innovative, long-term and sustainable PR strategies which do justice to our discriminating standards of creativity, quality and professionalism.

From the strength of our core business in PR, we develop integrated communications concepts which we implement either on our own or as the lead agency in association with other communications disciplines. We directly look after the German-speaking countries on our clients' behalf and we collaborate with various partners as the lead agency on the European level.

You can request a list of our ongoing clients from Miriam Reitmeier, or you can access the list via the Internet at [www.haebmau.de](http://www.haebmau.de)

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