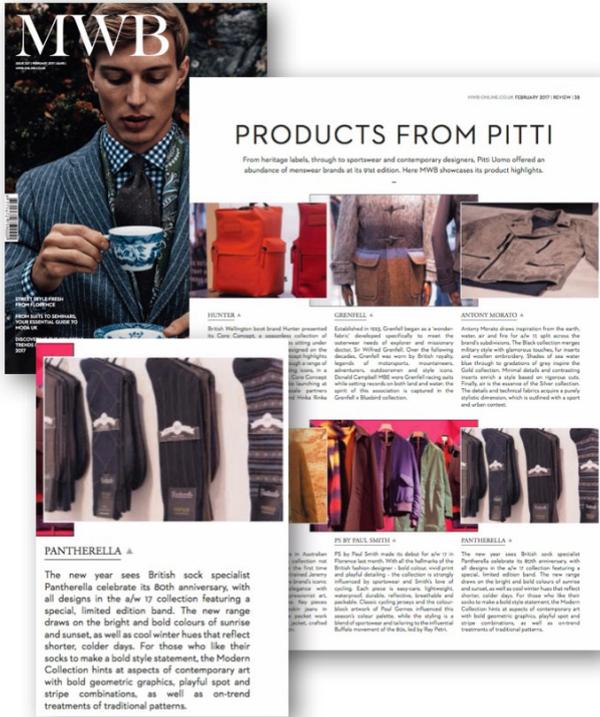


CASE STUDY PITTI UOMO



MISSION

Twice a year Pantherella, the esteemed manufacturer of the best socks in the world, attends Pitti Uomo in Florence. The menswear mecca is arguably the most important in the men's fashion calendar, attracting tens of thousands of editors, journalists, street photographers and retailers. This is the event where today's taste-makers pick what you'll be wearing (or aspiring to wear) next season.

Having just won the PR account for Pantherella and before even being appointed we were tasked with running a press trip to the show. A delightful cocktail of key fashion journalists, social media influencers and street style photographers were needed for a private dinner and to attend the Pantherella stand at Pitti Uomo 91'.

Working tirelessly through the Christmas break and with little over a fortnight to finalise plans, the pressure was on.

METHOD

As soon as we got the brief we scrambled to the phones and hand-picked a collection of key influencers from our extensive rolodex of contacts from the fashion world. We discussed the brand's historic 80th anniversary and let journalists know they would get a sneak peek at the new SS17 collection. All in all, we secured stand visits with leading fashion titles and influencers such as Jocks&Nerds, Adam Katz Sinding, The Gentleman's Journal, Women's Wear Daily, MWB, Drapers, The Rake and Dapper Chapper.

Furthermore, we booked a table at one of Florence's finest restaurants Golden View. Set on the picturesque bank of the Arno and over-looking stunning renaissance landmarks such as Ponte Vecchio and Pizzale degli Uffizi, our guests were sure to get not only a mouthful of delectable Italian food but also an eyeful of traditional architecture. When booking dinner, it was vital that dining location matched the client's ethos of luxury and sartorial sophistication. Journalists from Ape To Gentleman and Jocks&Nerds, as well as street style fashion photographers Boy From Dagbon and Garcon Jon attended on the evening.

BOOM

The event was a fantastic opportunity for Little Red Rooster to strengthen ongoing relationships with key fashion journalists and social media influencers as well as forge new ones with those we met in Florence. Pitti Uomo signified the start of spring summer season and placed both Pantherella and us as a PR agency at the forefront of the media's mind. Not only did we secure a plethora of quality editorial coverage for Pantherella's SS 17 collection we also ensured blanket trade coverage in some very key business titles.



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ROOSTER**

We ♥ design, *technology*, fashion
& *the Rolling Stones*.