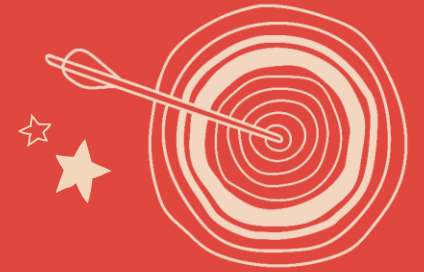


SILHOUETTE X ARIZONA MUSE

Collaborating with a leading environmental campaigner to launch Silhouette's first-ever sustainable collection



Mission

We were tasked with launching Silhouette's first-ever sustainability collection with a BANG.

As well as bringing in epic coverage leads, we needed to highlight the developmental leaps the leading optical innovator has made in the sustainability space.

To do so, we partnered with Arizona Muse - one of the most prolific campaigners in this field - to front an exclusive event for media and influencers and help get as many eyes on the product as possible.

Method

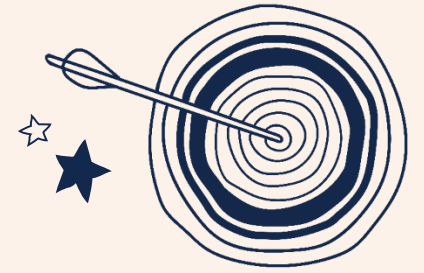
The format for our event consisted of an intimate breakfast for guests followed by a deep dive into the world of sustainable eyewear design. We kicked off the morning greeting our contacts, offering a stunning selection of organic breakfast treats before a hotly anticipated Q&A with Muse would begin. Hosted by leading journalist and consultant Roddy Clarke, it also featured Silhouette MD Perry Moore to offer in-depth insights on the new range.

Our carefully chosen venue, Apricity, has its own sustainable credentials as a low waste restaurant having scooped a Michelin Green Star - in keeping with the values of Muse, Silhouette and the Clear Sky collection.

To further promote the collection, we pre-arranged an exclusive interview between Muse and Grazia, generating feature-length coverage for the range.

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BOOM

Our meticulously-planned event put the Clear Sky collection in front of the likes of **Vogue**, **Financial Times**, **Sunday Times Style**, **ELLE**, **Harper's Bazaar**, **The Times**, **YOU Magazine** and **Metro** (and more!). Plus, our pre-arranged interview with **Grazia** also bagged a full-page feature for the brand in one of the most popular and highly regarded women's glossy magazines, reaching its desired target audience of sustainably-savvy shoppers. Finally, social amplification generated from our influencer guests provided a total combined reach of **over 110k!**



LITTLE RED

