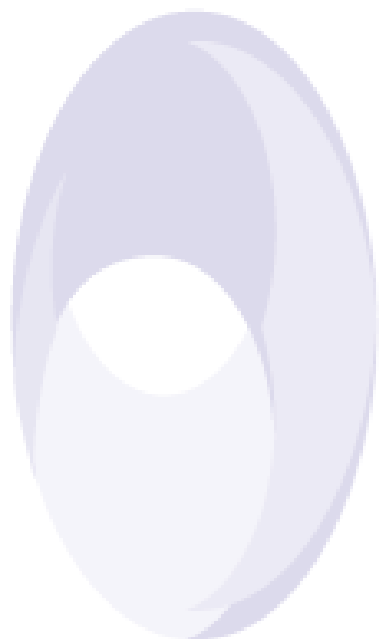




Client Objective

Refresh the minds of the media on Hari's expertise in the beauty field



JORIWHITE

PUBLIC RELATIONS

CASE STUDY

PR Activity

- Created a unique Caviar Treatment and positioned it as Hari's own signature treatment
- Promoted individual stylists, colourists and beauticians
- Organised high profile events with international product ranges such as Ole Henriksen and Philip B
- Secured a weekly column for Hari in The Times

Results

- Made Hari the recognised voice for innovative hair and beauty treatments
- The Caviar Treatment alone received unprecedented coverage across all media including Tatler, Sunday Times Style and BBC London News

