

MOCIUN

PR PROPOSAL

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VHS VENTURES

JULY 2024



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THE OPPORTUNITY



A California native, Caitlin Mociun began traveling at the age of 12, spending six years living throughout Asia and Europe, with extended stays in Malaysia and Prague, before earning a BFA in textiles at the Rhode Island School of Design. In all aspects of her work, Caitlin is inspired by the design principles of the Bauhaus. The result is Mociun's trademark: simple, unexpected elegance.

Mociun is a fine jewelry brand known for one-of-a-kind and custom-made pieces composed of rare and unusual diamonds and gemstones. All pieces are designed by founder Caitlin Mociun and handmade in New York by trusted jewelers.

Mociun jewelry is celebrated for its clean, geometric forms with a playful use of color. As the company's only designer, Mociun hand-selects all of the materials, sketches designs and works closely with the production team and New York City-based jewelers to bring every piece of Mociun jewelry to life.

OBJECTIVES + STRATEGIES



- Position Mociun as a leading, luxury brand and Caitlin Mociun as a premier jewelry designer.
- Promote Mociun's past, present, and future collections with a focus specifically on engagement/bridal collections.
- Curate and pitch gift guides ahead of the holidays.
- Grow brand awareness, recognition, and sales through press placements, influencer seeding, strategic partnerships, in-store events, trunk shows, pop-ups, and more.
- Drive sales to website and stores through affiliate/digital marketing.
- Present Caitlin Mociun as a designer, tastemaker, and entrepreneur through profile features, Q&A's, panel discussions, interviews, podcasts, events, and more.
- Emphasize unique and special qualities of the brand, such as female-owned and operated, handmade in NYC, customizable, one-of-a-kind, ethically made, and more.
- Partner with luxury retailers, influencers, hotels, media outlets, and other designers to elevate and showcase the brand in new markets and to new clients globally.
- Promote the brand's custom orders in the bridal market (engagement, wedding, anniversary)
- Host press events for media and stylists at the store to encourage celebrity and VIP placements.
- Submit Mociun for relevant jewelry and luxury awards ie JCK Jeweler's Choice Awards.
- Connect with the CFDA and Fashion Trust regarding potential applications.

- Analyze data to build a relevant, talk-able brand including fashion trend and lifestyle pieces, profile features, market and shopping/e-commerce round-ups, gift guides, and more.
- Promote new collections, collaborations, partnerships, retailers, trunk shows, holiday edits, pop-ups, special events, and more.
- Introduce new clients, partners, and press and host relevant press events surrounding Fashion and Market Weeks and Award Shows.
- Devise micro-strategies surrounding new collections, one-of-a-kind pieces, holidays, new partnerships/collaborations, and more.
- Align with hotels, especially resorts and gift shops, for retail and press opportunities in new markets.
- Explore pop-ups, trunk shows, and event opportunities in key markets such as Hamptons, LA, Miami, Palm Beach, Aspen, and more.
- Pitch long-lead and short-lead features, including commerce and shopping trend stories, holiday gift guide inclusions, summer travel pieces, profile pieces, and more.
- Focus on key markets and cities with retailers, but also nationally and internationally across print, digital, social, broadcast, podcast media, and more
- Present to stylists and create a strategic celebrity/VIP/influencer/tastemaker gifting list surrounding events (awards season + gala season) as well as around new launches and holidays.

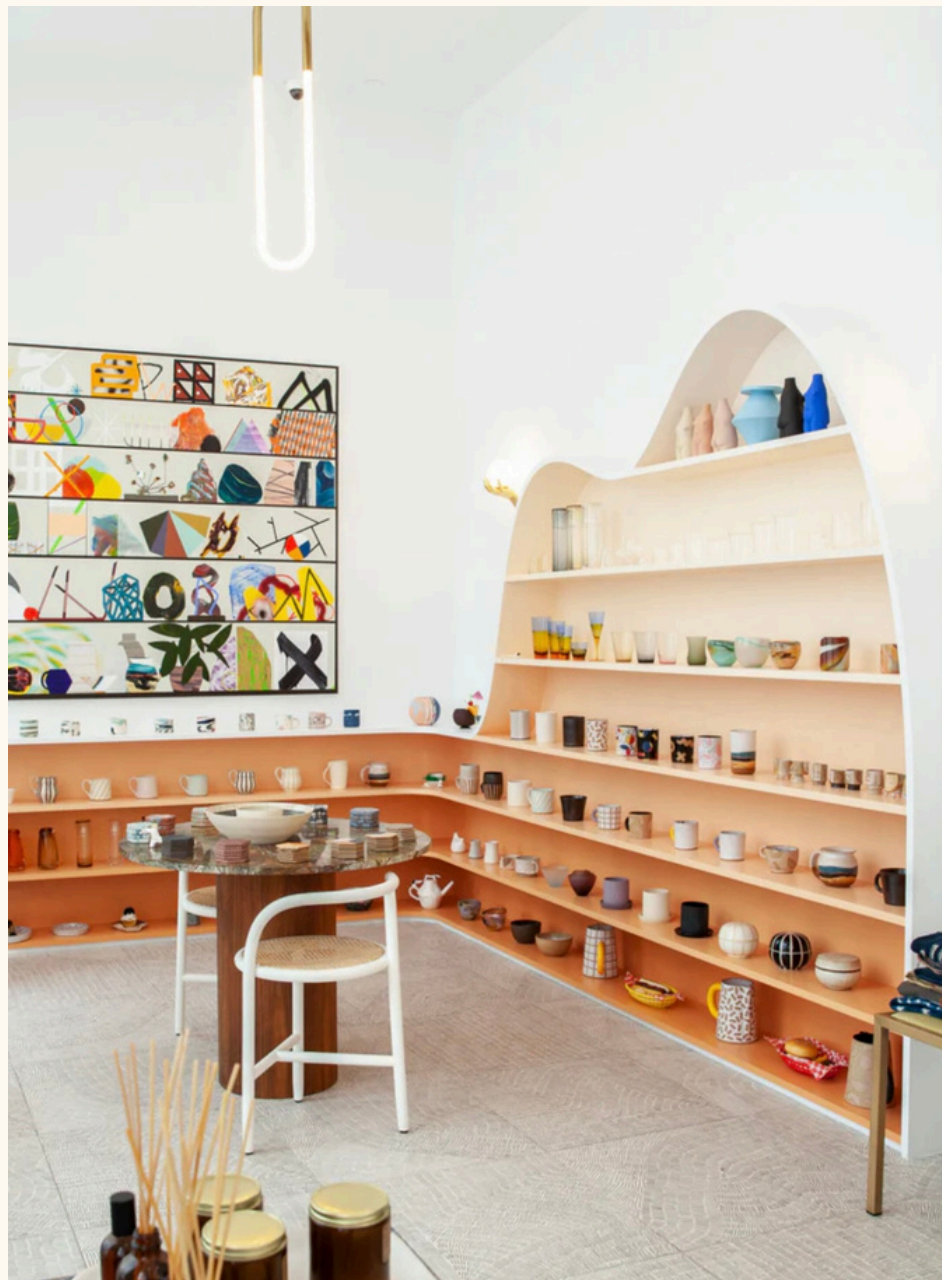


OBJECTIVES + STRATEGIES

THE APPROACH

We will devise a strategic communications plan and the right mix of carefully considered press and partnership opportunities for increased awareness and engagement.

Via strategic storytelling, we will continue to bring Mociun to life through features that build brand awareness and support new opportunities.



- Present and promote Mociun's luxury jewelry collection of rings, bands, earrings, necklaces, bracelets, chains, charms, custom pieces, vintage/antique, birthstones, etc.
- Present and promote Mociun's uniquely curated home line.
- Introduce the founder and brand to journalists, retailers, stylists, and members of the media/press.
- Promote the following key areas:
 - Engagement/Bridal
 - Fashion/Market/Consumer
 - Lifestyle/Luxury/Fine jewelry
- Apply for relevant Awards and Certifications
- Establish brand collaborations, partnerships, and ambassadors/influencers
- Host press events during relevant time periods and with established partners
- Create a strategy surrounding new launches, specifically in the bridal market

MEDIA ANGLES + STORYTELLING

Introduce Mociun (both the brand and founder) to the media through profile pieces, tastemaker stories, and new launches (ie the silver collection). Emphasize Mociun as a luxury brand for clients of all ages.

Promote Mociun's commitment to quality through custom, handmade pieces handcrafted with rare and unusual diamonds and gemstones.

Speaking points:

- Female founder, CEO, designer
- New collection launches, capsule collections & collaborations
- Seasonal/Holiday Gift Guides and Market/Trend pieces
- Bridal/Wedding (engagement rings, wedding bands, anniversary gifts)
- Events, such as pop-ups, trunk shows, in-store events

Press targets include lifestyle, luxury, fashion, home, national and international outlets (focusing on key markets):

- Vogue, Elle, Harper's Bazaar, Marie Claire, Glamour, Town & Country, Tatler, WSJ Magazine, Business of Fashion, InStyle, Forbes, Grazia, Vanity Fair, L'Officiel, Modern Luxury, Refinery 29, Bloomberg, Guest of a Guest, Brides, Over the Moon, Martha Stewart Weddings, Modern Luxury Weddings, and more

KEY MEDIA TARGETS

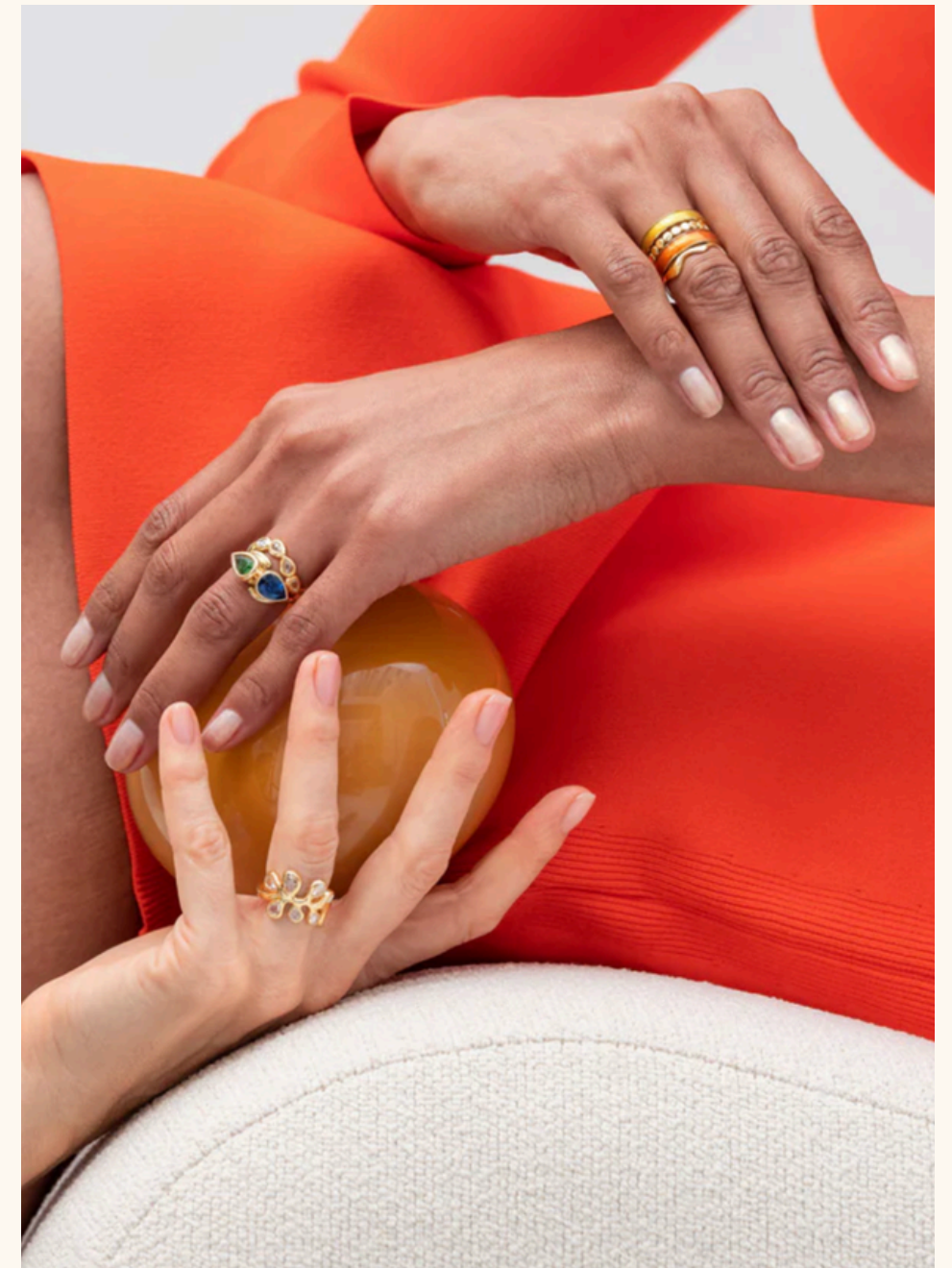
TOWN&COUNTRY VOGUE Forbes THE WALL STREET JOURNAL.
BAZAAR^{Harper's} COVETEUR allure FINANCIAL TIMES
InStyle WWD GLAMOUR TATLER BOF^{The Business of Fashion}
ELLE MARTHA STEWART weddings 29 the Daily Guardian L'OFFICIEL^{FASHION BOOK}
marie claire REFINERY29 THE NEW YORK TIMES STYLE MAGAZINE
GRAZIA MODERN LUXURY madame FIGARO
BRIDES VANITY FAIR W
Bloomberg COSMOPOLITAN

PARTNERSHIPS | COLLABORATIONS | EVENTS

- Create strategic partnerships and creative press event concepts, especially surrounding bridal collections/new collections and fashion/market weeks
- Introduce Mociun to new editors, clients, influencers, tastemakers, ambassadors, stylists, VIPs, and more
- Promote Mociun as a luxury jewelry expert and entrepreneur through panel discussions, conferences, press events, podcasts, and more
- Partner with publications, retailers, and hotels to host press and client events during fashion and market week

Examples:

- Over the Moon or Collecto— Bridal Capsule/Wedding Registry Collection
- Maison de Mode — Limited Edition, Sustainable Pop-Up
- Hotel/Resort — Co-branded Capsule Collection (similar to Ladurée collaboration)
- Brand Ambassadors and influencers/tastemakers (Curate a Gifting List and/or Co-Host shopping events and Trunk Shows)
- The Bridal Salon at Moda Operandi -- Bridal Capsule Collection, Pop-Up
- Participate in Fashion/Market Week, or Art/ Design Weeks (ie NYCxDesign, Design Miami/Art Basel, etc)



CELEBRITY + VIP RELATIONS

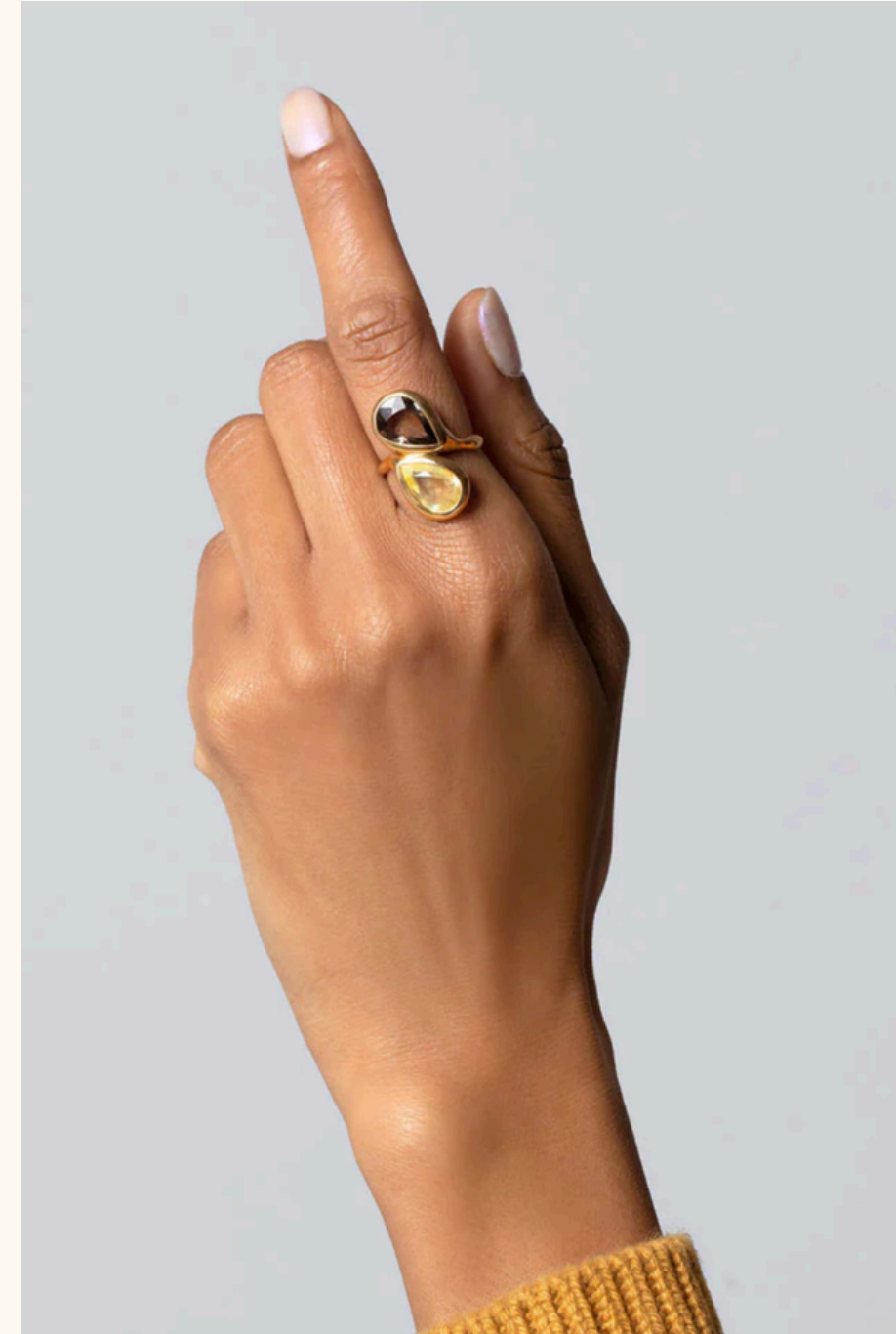
- Introduce Mociun to stylists, brand ambassadors, influencers, and press
- Establish a gifting strategy, gift exclusive and unique pieces to celebrities and VIPs
- Offer press samples or loans for VIPs for events, editorial photoshoots, award shows, red carpet appearances, and more



AWARDS + CERTIFICATIONS

Apply for relevant jewelry and accessory awards, ie:

- CFDA
- Jewelry Masterpiece Awards
- JCK Jewelers Choice Awards
- T&C Jewelry Awards
- International Design Awards
- Harpers Bazaar Jewelry Awards
- CASE Awards
- GIA Certification
- Jewelers of America Certification



SCOPE + RETAINER FEES

S C O P E:

Develop a 360-degree holistic approach that encompasses strategies for editorial coverage in print and online publications in that fully realize objectives for brand positioning and commercial success.

- Dedicated Press Office
- Media Relations + Global Outreach
- Introduction to potential new clients, partners, editors, journalists, retailers, and more.
- Press Event ideation, Organization, and Execution
- Media Monitoring + Reporting
- Partnerships + Collaboration Strategic Advisory
- Award nominations and submissions
- Social Media & Branding consulting
- Creation of the Press Kit with Copywriting and Editing of marketing materials

M O N T H L Y R E T A I N E R F E E : \$8,000

**Fees do not include event production or social media. Out of pocket expenses such as travel billed for site-visits and in-person meetings will be billed separately. Contacts are the sole property of VHS Ventures.

CREDENTIALS



Veronica H. Speck leads VHS Ventures, a communications consultancy and advisory agency providing affinity partnerships, branding, business development, marketing, public relations, social media, and special events for a diverse portfolio of international clients within the luxury and lifestyle sector.

Prior to beginning VHS Ventures, she was Head of Global Marketing and Communications for Michelin-star Chef Daniel Boulud's hospitality group and has held senior roles at Escada, The Future Perfect gallery, The Whitney Museum of American Art, Bernardaud, Purple PR, and more. She has over a decade of experience in the art, architecture, beauty, design, fashion, hospitality, luxury, retail, and wellness industry focusing on communications, marketing, special events, strategic partnerships, business development, sales, and social media. Clients include Assouline publishing, Mr. C Hotels and Residences by Cipriani, ON running shoes, Olfactory NYC fragrance, Boll & Branch home decor and bedding, and more.



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THANK YOU!

