

Publicis Modem scoops Karen Millen website account after four-way pitch

Publicis Modem has won the website account for the Karen Millen, following a pitch against three other agencies.

Their role will involve bringing the Karen Millen store experience and brand promise alive in an online environment. The re-design and re-development of the site will be Publicis Modem's first task. The agency will be developing a new look and feel, as well as revising the site architecture and improving navigation.

As part of their work, Publicis Modem will be looking for new cross-selling opportunities and harnessing the latest online innovations to improve the overall experience for Karen Millen customers. Their start point will be analysing the current customer journey.

With 228 stores in 29 countries, the Karen Millen win represents a key addition for Publicis Modem, who have worked with fashion brands such as New Look in the past. Karen Millen is positioned as a global entry level luxury brand, and is part of the Aurora Fashions group, which also includes Oasis, Coast and Warehouse. In July 2008 the (then Mosaic Fashions) group sales were valued at £410m, excluding those for the Whistles brand.

Gemma Metheringham, Creative Director at Karen Millen, commented: "We were really impressed by Publicis Modem's understanding of the Karen Millen brand, their level of commitment and the quality of their work. Their attributes shone through in the impressive creative they produced, and we're confident they will help us to create a beautiful website which truly reflects the Karen Millen brand.

Nigel Hewson, Senior Account Director at Publicis Modem, added: "Karen Millen brings a real designer approach to the high street, and it's really exciting to be working with such a high profile fashion brand. With their luxurious, sexy and distinctive outlook we had a great starting point. We're delighted that the quality of our creative, the level of our thinking and our sheer enthusiasm for the brand has translated into a great win".

Ends

Notes to Editor

The incumbent agency was Fresca.

Karen Millen was previously part of Mosaic Fashions, which was part funded by the collapsed Icelandic Bauger Group.

In July 2008 the Mosaic Fashions group sales were valued at £410m (excluding Whistles). Karen Millen remains the most international brand in the group.

About Publicis Modem

Publicis Modem will add the Karen Millen account to the 6 new brands it won in 2008, the biggest of which was LG.

Websites

www.aurorafashions.com

www.karenmillen.com/fcp/content/AboutUs/generic