Skeena S makes its InStyle fashion debut with Press Mag Media

Thursday 2 October, 2014

Online fashion brand Skeena S has enlisted Press Mag Media to coordinate an advertising initiative in one of the UK's best-selling fashion, beauty and celebrity lifestyle magazines.

A striking colour advert will dominate a page of InStyle magazine's November edition; advertising the brand's AW14 collection to InStyle's fashion-conscious readers.

Launched earlier this month, Skeena S is a new high-end women's fashion brand that combines pattern and structure to create a stunning collection.

Unique elegant pieces exuding a radiant print capture the stand-out style of Skeena S; modern and easy to wear. A kaleidoscope palette with delicate intricate detailing, structured shoulders, drop peplums and body contouring shapes are guaranteed to flatter the silhouette of any woman.

The advert cleverly blends the model's dress with the studio backdrop, creating an eye catching advert that entices audiences to visit the brand's website, skeenas.com.

A second advert will also be positioned in the December edition of InStyle to reinforce the brand in the minds of consumers.

Press advertising provides high-impact visual coverage with fantastic return on investment.

Lee Dentith, CEO of Press Mag Media's parent company Media Agency Group, said:

"With InStyle readers spending more on clothes, shoes, bags and beauty than readers of competitor titles, using press advertising to promote Skeena S to this audience is a fantastic opportunity to launch the brand into the marketplace, drive site traffic and ultimately boost sales."

Media:



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