

Fashion Built NYFW - Glen-Gery x Harmonia NY

Due - Wednesday, September 18, 2024

CLIENT DESCRIPTION

Glen-Gery Corporation, part of Brickworks Limited of Australia, is a premier brick and stone manufacturer offering the most diverse product portfolio of more than 600 brick and stone products. For more than a century, Glen-Gery has provided high quality building products that meet both innovative design challenges and demanding construction specifications. Through technology advancements and product innovations, Glen-Gery delivers a premium product line that caters to the high-style needs of today's architects, designers and homeowners. Founded in 1890, Glen-Gery is headquartered in Wyomissing, PA. www.glengery.com.

ABOUT BRICKWORKS NORTH AMERICA

Brickworks North America (Brickworks N.A.) is the North American arm of Brickworks Limited of Australia, and one of the largest brick and stone manufacturers and suppliers of building materials in North America. Brickworks N.A. operates nine brick manufacturing facilities and one stone manufacturing facility under the Glen-Gery brand. Through technology advancements and product innovations, Glen-Gery offers a diverse, premium product portfolio of more than 600 brick and stone products that caters to the high-style needs of today's architects, designers and homeowners. There are 24 company-owned Supply Centers, known as Brickworks Supply Centers, spanning across the Northeast and upper Midwest and three high-end Brickworks Design Studios located in Philadelphia, Baltimore and the global flagship store located on 5th Avenue in New York City.

GOALS

Glen-Gery, the oldest known brick manufacturing company in North America, engaged Planit to strategize, position and announce their forthcoming 2023 Brick Styles Catalog, a collection of the trending brick styles and new products from Glen-Gery for the year. Given the client's ongoing desire to align its high-end built brand with style and fashion brands, Planit saw a ripe opportunity to create an exciting experience that would launch the year's product offerings in a unique manner to key audiences while continuing to position and further nurture the dialog that brick can be used as a style statement.

The primary goals were multi-faceted: 1) to garner earned media coverage in local and regional consumer outlets, and national consumer and architectural trade outlets for the fashion event and the 2023 Brick Styles catalog launch; 2) to support attendance by media and consumers to the event; and 3) to raise awareness in a

thought-provoking, experiential manner as to how brick ties to style via the catalog and fashion show. While the secondary goal was to continue to create a tangible connection between style, fashion and bricks.

STRATEGY & TACTICS

February 10-15th was New York Fashion Week - a celebration of forthcoming styles, trends and looks that would continue to evolve from the runways to everyday fashion, home decor, and through elements of consumers' everyday lives. The 2023 Brick Styles Catalog launch would serve as an experiential, unique fashion show with HARMONIA NY, featuring Daniela Peckova Watanabe, designer for the company and the front page model of the 2023 Brick Styles Catalog.

By creating a collaboration with a fashion designer to showcase looks inspired by this year's brick offerings, and hosting a fashion show as part of the famed New York Fashion Week (NYFW), Fashion Built NYFW - Glen-Gery x HARMONIA NY used the 2023 Brick Styles Catalog Guide, featuring more than 450 products and 29 new designer bricks, to create 14 high fashion looks which were featured via at fashion show at the worldwide flagship Brickworks Design Studio on Fifth Avenue in NYC, on the closing night of NYFW.

To work towards the realization and ultimately success of the launch and the event, Planit executed pre-event, day-of, and post-event tactics.

- **Pre-Event**

- A comprehensive digital press kit, which included a press release, digital copy of the 2023 Brick Styles Catalog and its teaser video, product images of new and popular products featured in the Catalog, bios of Harmonia NY designers and co-founders, and Getty images of the event and fashion looks inspired by Glen-Gery's designer bricks
- A targeted outreach list consisting of regional broadcast stations in the NYC-metro; domestic lifestyle, style and society print and online outlets in New York; national architectural, design and builder trades; national style and domestic lifestyle outlets; regional and national bloggers with a medium to large following with either an architectural, design, style or domestic lifestyle focus; NYC affluent and who's who.
- Developed two targeted pitches for trade and business and consumer/lifestyle reporters as well as target media lists and calendar of event lists
- Initial outreach efforts, including inviting media
- Ongoing follow-ups, which included providing the digital media kit to anyone unable to attend the event

- Coordinating pre-event interviews
- Listing the event on appropriate NYFW and area calendars of event
- Reserving and outlining a shot list for the Getty photographer
- Final reminders the week of the event to anyone attending and offering to share post-event images with anyone unable to attend
- Outlining key messaging and media prep sheets for spokespersons
- Creating media run-of-show for night-of for Glen-Gery employees and the Getty photographer
- **Day-of Event**
 - On-site coordination, including media check-ins, coordinating interviews and meet & greets with Brickworks and Glen-Gery executives and HARMONIA NY
 - On-site producer with Getty photographer
 - Off-site pitching to broadcast stations
- **Post-Event**
 - Within 24 hours, uploaded Getty images to digital press kit and conducted follow-ups to broadcast stations
 - Press release distribution via PR Newswire
 - Targeted pitching recapping the event and its connection to the 2023 Brick Styles Catalog as appropriate, to local and regional consumer media, national trade media, along with bloggers in the architectural and design categories and the style and fashion categories. Secondary angle was then also pitched, sharing photos and event recap with style pages.
 - Continued to coordinate media interviews

EXECUTION

Starting in late January, Planit launched a robust media outreach plan with a focus on securing attendance for the February celebration event, while also balancing the goal of positive earned media coverage of not only the event but also the launch of the 2023 Brick Styles Catalog.

Aggressive pitching and follow-ups to media continued until the week of the event. For any journalists who were interested but could not attend, Planit shared the comprehensive digital press kit, inclusive of a press release, digital copy of the 2023 Style Guide, high resolution images of popular and new products featured in the Guide as well as offered to share the forthcoming Getty images from the event, Harmonia NY designer and co-founder bios, and a press release to allow the journalists to prepare and queue up their stories timed to the event. In the week and days immediately prior to the event, Planit followed up with confirmed attendees

with helpful reminders, and to proactively check in on any specific story and interview needs for the night of the event.

On the day of the celebration event, Planit served as lead contact for media, influencers, and VIPs, coordinating introductions and interviews for key leadership at Brickworks and Glen-Gery as well as Harmonia NY. Planit also served as the on-site producer for media photographers, including a Getty photographer to ensure images were available for post-event outreach and would be of utmost quality while aligning with the positioning of the event and its goals.

The event kicked off with remarks from Mark Ellenor, executive general manager of Brickworks North America and Australia, and cocktails before emcee, Leiti Hsu opened the show where there were 10 high fashion looks featured on the runway in addition to 4 displays inspired by the 2023 Brick Styles Catalog. Following, attendees had the opportunity to enjoy the live spins of a DJ, hors d'oeuvres, and the sleek, luxury space of the Design Studio's 16,171-square-foot space where hundreds of high-quality product samples from Glen-Gery were on display - all of which provided several touchpoints for media to experience the brand.

Post-event, the press release was distributed via PR Newswire. Planit also conducted widespread media outreach and shared the press release with Getty Images from the event itself. To continue the momentum, follow-ups were conducted with media several days and weeks after the event with coordination of requested interviews.

EVALUATION: SUCCESS, RESULTS OR ROI

The strategy and tactics led to more than 15 earned media placements, over 17.8 million total earned impressions, and contributed to 28 confirmed media attendees pre-event and 10 media attendees on-site. Media placements were secured in national architectural and design trades such as [Retrofit](#) and [MASONRY Magazine](#), as well as in national consumer outlets like the New York Post's Page Six (print edition), [Times Square Chronicles](#), and [New York Daily News](#) to name but a few. Qualitatively, we also saw the connection between style, fashion and the built industry in a uniquely novel way. Additionally, a PR Newswire distribution was also added, which contributed 403 total pick-ups and an estimated reach of 244,816,337 in estimated reach, with secured placements in BuzzFeed, Retail Dive, Business Insider, and Women's Wear Daily.