

# O'DWYER'S **PR SERVICES** REPORT

Vol. 14, No 9

The Monthly Magazine for PR Professionals

September 2000

## **Profiles of Beauty & Fashion PR Firms**

**AMSTER-YOUNG PR**  
**304 Park Ave. South, #218**  
**New York, NY 10010**  
**212/387-9588**

**Karen Amster-Young, President**  
**Sabrina Kostantas, A/S**

Amster-Young PR is a full-service marketing communications and PR firm with experience in design/fashion, home/lifestyle hospitality/travel, B2B, consumer products, sports and toys.

The firm has worked with the Wallpaper Council since its formation in 1997.

This year, the firm's primary goal was to make wallpaper hip and "chic."

It took the PR activities one step further and brought the fashion and design world together by launching "Wallpaper Walks the Catwalk," a fashion show event held in a New York nightclub.

The event generated coverage on FOX, CNN and others.

The agency is concentrating on implementing a publicity plan for the I.N.C. WOMEN launch in conjunction with Wilhelmina MODE Model Search 2000; I.N.C. Missy private label line; and all other Federated Merchandising Group's private label brands—Style & Co., Charter Club, Club Room, Alfani (Men & Women), and Tools of the Trade.