

Prophecy Brand
Presents

A CREATIVE
COLLABORATION

 [PROPHECY BRAND](#)

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ABOUT US



Welcome to Prophecy Brand, an opulent haven where the realms of luxury fashion, beauty, and lifestyle seamlessly intertwine with the profound essence of spirituality. Beyond being a brand, we stand as a beacon of unrivaled creativity, igniting the path for groundbreaking marketing and publicity campaigns that define opulence and bring prominence to our clients.



OUR MISSION

Our commitment to your success is unwavering. We understand that every brand is unique, deserving of a tailored approach. That's why we offer bespoke services, meticulously designed to meet the distinctive needs and aspirations of our clients. Join us on an extraordinary journey towards the fashion future, where opulence meets destiny. Collaborate with us to transform your brand's vision into a masterpiece that not only sets industry standards but also graces the shelves of our showroom—a testament to the impeccable artistry we deliver. Prophecy Brand - Where Luxury Meets Destiny, and Your Dreams Find Their Showcase.



PROMINENCE:

Emphasizing the visibility and recognition we bring to our clients through our marketing and publicity campaigns.

EXPOSURE:

Indicating our deliberate commitment to achieving extensive reach and profound impact for brands within the fashion, beauty, and lifestyle industries.

AMPLIFICATION:

Showcasing our adeptness in strengthening brand messages and narratives, thereby imbuing them with a compelling resonance.

ELEVATION:

Representing our role in elevating brands to new heights of success through strategic marketing and publicity efforts.





JOSEPH BENJAMIN

Joseph is a versatile figure in the realms of beauty and fashion strategy. He adeptly combines his roles as a Publicist and Senior Brand Manager while serving as an editorial visionary. With an innate talent for capturing market trends, he has played a pivotal role in shaping campaigns for renowned brands like Alexander McQueen, Good Weird, Amari, Cho Cheng, and the iconic Hood By Air. Joseph's innate knack for discerning and leveraging emerging fashion trends has positioned him as an indispensable force in crafting compelling campaigns for both established and emerging luxury brands.



SOFIA STEFYOU

Sofia is a professional storyteller having worked with brands large and small over the last twenty years in the US, Canada and India. Her career highlights in the event space include the launch of Mountain Dew in India and participating in the execution of AMEX's luxury brand experiences in Toronto, Canada as well as a well-attended Start Up Panel Discussion sponsored by First Republic Bank. This will be her first debut in luxury fashion.



PARIS FASHION WEEK BRAND OPPORTUNITY



Unlock unparalleled marketing and publicity opportunities for your brand during the illustrious Paris Fashion Week as part of our Pop-Up Showroom where we'll be featuring some of the most innovative and emerging fashion designers the world has ever seen. Elevate your brand's presence on the global stage, where haute couture meets digital innovation. With our expertise, your brand can shine among the world's fashion elite, capturing the attention of influencers, media, trendsetters, and high-net-worth individuals. Join us in crafting a narrative that not only embraces the legacy of Parisian fashion but also propels your brand into the spotlight, making an unforgettable mark on the runway of style and luxury.





WHY YOU SHOULD JOIN US FOR PFW

GLOBAL EXPOSURE:

Showcase your products at the epicenter of the fashion and beauty world, enhancing your brand's international recognition

TRENDSETTING POTENTIAL:

Opportunity to set beauty trends, becoming a go-to brand for global beauty enthusiasts

MARKETING CONTENT:

Capture high-quality content, from photos to testimonials, for future and current marketing campaigns and brand promotions

SALES OPPORTUNITIES:

Direct sales potential during the Pop-Up, introducing your products to a ready and eager market

OUR AUDIENCE PROFILE



At the Paris Fashion Week pop-up, brands will have the distinct advantage of presenting their beauty and makeup products directly to an elite audience, which includes esteemed beauty editors, top makeup artists, celebrities, and influential personalities. Furthermore, the pop-up will open its doors to the broader public, embracing a diverse demographic that ranges from **high network individuals from around the globe, fashion enthusiasts, local Parisians, tourists, and the H.E.N.R.Ys (High-Earners-Not-Rich-Yet)**. Such a varied audience promises rich interactions, catering to a spectrum of socio-economic backgrounds with a shared interest in the world of fashion and beauty.



PARTICIPATION OPPORTUNITIES

Three of our most prominent marketing opportunities include:

Visual display areas within the showroom

Sampling programs

Gift bag opportunities (both for media and the general public)

We are open to any other creative collaboration you feel would be a better fit for your brand and marketing campaign objectives.





PROPHECY BRAND

LET US SHOW YOU HOW WE
CAN ELEVATE YOUR BRAND

WWW.PROPHECYBRAND.COM