

Introducing COPYGOLD: New Copywriting And Branding Service Brings Social Marketing And International Experience To The Beauty, Fashion, And Lifestyle Industries



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Author: Katja Bartholmess, copywriter

Industry: [Advertising](#)

Amid New York Fashion Week and beauty conference HBA, international copywriter Katja Bartholmess launches COPYGOLD, a copywriting and branding service aimed at the fashion, beauty, and lifestyle industries.

She keeps her industry knowledge fresh by learning from the best, attending workshops and tradeshow and by engaging with those who create – or critique – the latest trends. “I have my feet planted firmly in the real world,” the copywriter says, “but I navigate the virtual world of social media just as effortlessly.” She is a prolific twitterer and blogger (her lifestyle blog is read in over 5 countries and has a devoted following) and has a place in the relevant social networks.

She has a strong view on social marketing: “I see an enormous, and widely untapped, potential for fashion, beauty, and lifestyle brands to really engage their audiences through social media. Consumers, especially the attractive younger age brackets, have come to expect their brands and designers to be approachable. And they use the virtual world to flaunt their likes and dislikes for everyone to see. – This is something that can be harnessed in many fascinating ways and

used to spark interest, foster loyalty, and make more sales. COPYGOLD can help here.”

As someone who called home places as diverse as London, Tokyo, South Africa and has offices in New York and Berlin, copywriter Katja Bartholmess brings an intimate understanding of international markets to the table.

“I’ve been an independent copywriter for about seven years,” Katja Bartholmess says, “and I’ve been proud to count cosmetic brands like Clarins and fashion brands like No Nonsense among my clients. – It was time to narrow my focus to the industries I know in and out and love the most. COPYGOLD represents that.”

If you want to get in touch with Katja, just write to her at katja@copygold.com - she’d be delighted.

For more information, go to www.copygold.com

Contact Details: Katja Bartholmess

Phone: +1 (917) 365 6106

E-mail: katja@copygold.com

Web: <http://www.copygold.com>

Address: 419 Lafayette Street/2nd Floor
New York, NY 10003

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