

Cece Feinberg Public Relations Announces Its Representation of o.d.m. watches

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NEW YORK, February 25, 2010, Cece Feinberg Public Relations Inc. has been retained by o.d.m., a brand of highly designed and technical timepieces, to create and execute a national public relations campaign.

Cece Feinberg Public Relations will implement an on-going, proactive and focused media relations campaign to ensure o.d.m.'s position as the premier product within the accessory market. The agency will increase the brand's presence in print and online media by focusing on the brand's distinctive style and catering to their target audience of young and fashionable professionals.

The public relations campaign begins immediately in March 2010 by introducing members of the lifestyle press to these eye catching timepieces created specifically for the style conscious consumer.

About o.d.m. watches

Established in Hong Kong in 1999, o.d.m. is divided into three sub-brands, odm, o.d.m. original, and odm+. odm watches are funky and futuristic and are targeted to those trendy individuals who are fond of new and bold designs. o.d.m. original watches put a modern twist on the classic wristwatch and are both fashionable and unexpected. odm+ is a line in collaboration with partners such as Parisian designer JC/DC and British designer Michael Young, among others.

o.d.m. watches integrate new technologies and fashion-based elements into their designs and stay true to the philosophy which inspired their named: "original, dynamic and minimalist". Available in more than 30 countries worldwide, o.d.m. is the proud recipient of a multitude of international design awards including: iF Design Award China, Germany's Red Dot Design Award, U.S.A.'s Good Design Award and Japan's Good Design Award.

About Cece Feinberg Public Relations

Cece Feinberg Public Relations is a full-service firm specializing in luxury lifestyle, entertainment and fashion public relations. The agency's clients receive spotlight through editorial placement, high-profile events and creative marketing. With offices in New York and Miami, the rapidly growing firm represents an expanding client roster of established and emerging U.S. and international names.

Cece Feinberg Public Relations is a hip boutique agency with offices in New York and Miami. From fabulous fashion to the coolest events, our clients stand out – on the runway, in the press and coveted by the hottest celebrities.

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