

Jantzen Swimwear Announces Cece Feinberg Public Relations as Agency of Record

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Press release from: [Cece Feinberg Public Relations](#)

Agency: **Cece Feinberg Public Relations**

NEW YORK/MIAMI -- Jantzen Apparel, LLC, the iconic swimwear brand, is pleased to announce that it has retained Cece Feinberg Public Relations Inc. as its agency of record to create and execute its national public relations campaign.

Cece Feinberg Public Relations, an established firm specializing in fashion and luxury goods with offices in New York and Miami, will implement a dynamic and focused on-going media campaign to promote Jantzen as the leader in stylish and innovative swimwear. Cece Feinberg Public Relations will increase the brand's presence in print, online and televised media, focusing on Jantzen's newly revamped design which is inspired by the brand's rich history.

Nearly 100 years old, Jantzen has an incredible heritage of timeless glamour and celebrity appeal. Jantzen continues it's reinvention of modern glamour as reflected in their campaign shot by ad agency LaSpata DeCaro featuring campaign supermodel Carolyn Murphy.

The new public relations campaign began January 2008 by introducing members of the fashion and lifestyle press to the new Jantzen collection. The brand's goal is to continue elevating its iconic status and reach the targeted consumer lifestyle.

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Cece Feinberg Public Relations
336 West 37th Street - Suite 840
New York, NY 10018

Press Contact: Yael Fraynd
yael@feinbergpr.com
212.939.7265

About Cece Feinberg Public Relations

Cece Feinberg Public Relations is a full-service firm specializing in luxury lifestyle, entertainment and fashion public relations. With offices in New York and Miami, Cece Feinberg Public Relations has grown exponentially in recent years as word spreads about their overwhelming success in bringing designers and luxury goods purveyors into the national and international spotlight, as well as their stellar reputation for managing the finest in fashion shows and special events around the country.

[You can find this press release here](#)