

iConcept Media Group to Open Paris Office

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Press release from: [iConcept Media Group](#)

New York, New York, July 23, 2008. iConcept Media Group announces plan to open an office in Paris early next year. The office will build on the current operations and media relations underway in France, and will provide a great advantage to the emerging designers that iConcept Media works with.

The Paris office will further enable American high-end, emerging designers to expand into Europe, and for European lines to break into the U.S. market and fashion scene. iConcept Media works with these designers on their marketing and public relations needs to develop their brand and to maximize their exposure and growth. With a fundamental understanding of the fashion industry in both New York City and Paris, iConcept Media has emerged as an influential leader on building the success of emerging designers.

“We are very excited to be opening our Paris office in the coming year. It will allow us to expand iConcept Media’s innovative and out-of-the-box philosophy, and to greatly expand the exposure of our clients,” says Redeemer Amdezekor, CEO of iConcept Media. “We are dedicated to creating opportunities for the designers we work with, and this office is the next step to take their brands to the next level.”

iConcept Media is an innovative, intelligent, media and communications company. The Editorial publishing division is the creator of iFashion Network and feeds editorial content to other media publishers. The communications strategy division uses marketing, public relations, and event production to build and nurture consistent brands. Services include market research, concept development, strategic and integrated marketing, public relations, media planning and buying, event promotion, branding, visual communication, interactive web design, packaging, and advertising campaigns.

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iConcept Media Group is an innovative, intelligent, full-service strategic marketing and communications agency that integrates different types of marketing tactics and disciplines in an effort to build and nurture a consistent brand while maximizing sales and return on investments (ROI). Our services include market research, concept development, strategic and integrated marketing, public relations, media planning and buying, event promotions, branding, visual communication, interactive web design, packaging, and advertising campaigns.

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