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PR in Fashion

Students from Stuttgart gained an insight into fashion communication at RIANI

Stuttgart (Germany), 20 February 2020 - PR conception and practice are part of the curriculum at the Akademie der media and the International School of Management in Stuttgart. This semester about 20 students were able to gain an insight into fashion PR at RIANI in Schorndorf during the lecture by Oliver Hahr.

How strong the impression was that RIANI made at the Mercedes-Benz Fashion Week Berlin in January, is something PR manager Claudia Richter is the first to see. For her, the reporting in the media is not only an indicator of how the Autumn/Winter 2020/21 collection is received – it also has a significant influence on the subsequent sales success.

"When apparel from our collection is seen in the media, this often leads to targeted inquiries from customers in retail and online shops," says Mrs. Richter. "Editorial contributions have a much stronger effect than advertisements." Accordingly, the event, which takes place annually in spring and late summer, is planned with great care.

Not only the models are then dressed in RIANI. Also invited guests - buyers, editors, influencers and celebrities - become RIANISTAS and can experience the design and quality of the women's fashion at first hand. A positive side effect: Through the photos of the guests, RIANI often appears in high-circulation titles such as Bunte, Grazia or Gala.

Besides the fashion show, purchasing events, trade communication, local PR activities and the growing involvement in social media such as Instagram, Facebook and YouTube characterize everyday life in the Public Relations and Marketing department at RIANI – a broad field of tasks that also fascinated the students.

"The practice of Public Relations is extremely diverse. This is why insights behind the scenes are so valuable", says lecturer Oliver Hahr of oha communication. And perhaps in the future, graduates of the Akademie der media or the International



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School of Management will also help to shape communication at the Schorndorf-based family business RIANI.

Characters: 2,440 characters (incl. spaces)

Photos



Around 20 students were given an insight into fashion communication by PR lecturer Oliver Hahr (right) with Claudia Richter, PR Manager at RIANI (2nd from right). Source: oha communication



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PR manager Claudia Richter shows how the media reported on RIANI's show at the Berlin Fashion Week. Source: oha communication



Showroom to study: At RIANI, fashion PR could be experienced at first hand. Source: oha communication

oha communication is a consultancy for international PR. The team helps highly specialized companies in technology, design and healthcare to design their communication more effectively – as a trailblazer in the process of internationalization. Services include profile development, strategic and country-specific PR advisory as well as the coordination and implementation of activities that meet communicative challenges with courage and creative ideas.

oha communication, part of the global agency network Comvort, was founded in 2007 and is based in Stuttgart, Germany. www.oha-communication.com.

The **Akademie der media** GmbH, founded in 1993, is a private vocational school and an accredited study institution with state-certified degrees. Every year, the Stuttgart academy trains around 300 recognized experts and personalities in the fields of media, design and technical product design. In addition to the academy, media GmbH also has its own advertising agency and several production studios (photo, sound, editing), which are integrated into the teaching. Since the founding of the academy, the priority has been to



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convey an impression of the real world of work during training in order to smoothen the transition from studies or training to work in the best possible way. The entire educational offering is absolutely practice-oriented and is taught by didactically trained and experienced lecturers in small study groups. Beyond that the academy integrates industry experts regularly. Thus, newest impulses and trends from the different specialist areas are integrated without detours into instruction. www.media-gmbh.de

*The **International School of Management (ISM)** is one of the leading private business schools in Germany. ISM regularly ranks among the top universities in the relevant rankings. ISM has locations in Dortmund, Frankfurt/Main, Munich, Hamburg, Cologne, Stuttgart and Berlin. At the state-recognized, private, non-profit university, junior executives for internationally oriented companies are trained in compact, application-oriented courses of study. All ISM study courses are characterized by internationality and high teaching quality. Projects in small groups are as much a part of everyday university life as integrated semesters and modules abroad at one of ISM's more than 180 partner universities. www.ism.de*

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