

## Lacrita Keller

Address :

Phone :

E-mail :

### EMPLOYMENT EXPERIENCE

**2015** : Artistic agent based in Coconut Grove (USA) and Paris for the following artists :  
Efisio Aznar, Nathan Browning, Shoky Van der Horst, Rémi Nonn

**January 2010 till 2015** : Press attaché, public relations, special event management and founder of the agency : CHEYENNE COMMUNICATION

[www.cheyenne-communication.com](http://www.cheyenne-communication.com).

- **CLIENTS :**  
THOMAS WYLDE : *Luxury ready-to-wear clothing*  
DELPHINE JAVAUX : *top-of-range shoes and accessories*  
LE TAROT DE PARIS : *artistic creation*  
VIP ROOM : *St-Tropez –Paris*  
LE MATIGNON COSTES : *restaurant and playground*
- **SERVICES AND MISSIONS :**  
High products launch-of range  
Press relations with journalists (Management of the meetings, promotion, press presentations..)  
Management of communication tools (flyers, photos, press kits..)  
Follow-up of the results and press articles/ reports...  
Consulting in image and in communications strategy  
Taken care by VIP during the events  
Organization of fashion shows
- **PRODUCTS PLACEMENT AND PROMOTION :**  
  
With international celebrities such as :  
Cameron Diaz –Penelope Cruz –Charlize Theron –Sharon Stone –Emilie Dequenne –Eva Herzigova –Raquel Zimmerman –Karolina Kurkova –Jamie Fox –Luc Besson –Jacques Dutronc –Jean-Claude Van Damme –Julien Clerc –Marc Lavoine –Daniel Day Lewis...
- **PRESS RELATIONS AND EDITORIAL :**  
  
Crash Magazine –Vogue France –Vogue Italy –Vogue Germany –Vogue Bambini –Icon –Vogue Kids –Citizen K –L Officiel de la Mode –L Officiel Enfants - Jalouse –Air France Madame –Madame Figaro –Elle France –Elle Spain –Numéro –Wad

–Marie Claire –Cosmopolitan –Palace Costes –L Optimum –Libération Next –  
Blast –Studio Magazine

**May 2008/ December 2009** : Director of International Communication  
FAITH CONNEXION *Luxury ready-to-wear clothing for men and woman*

- PRESS :  
Development of the brand image with the fashion press  
Press presentations of the collections  
Public relations with the international distributors  
Organization of the participation of the brand in charitable works such as  
Frimousse Unicef, Keep a Child Alive a Day, Action Innocence

**April 2002/ May 2008** : Director of International Communication  
CORLEONE *Luxury ready-to-wear clothing for men, woman and kids*

- PRESS :  
Press conferences with the French and international media (USA, Lebanon, Spain,  
Greece, France)  
Exposure of the brand in international and french luxury points of sale  
Follow-up and development of the relations with the journalists  
Supervision and management of the press office employees (10 people)
- SPECIAL EVENT MANAGEMENT :  
Promotion of the mark in the big international movies festivals (Sundance,  
Cannes, Venise, Marrakech, Bénodet, Deauville)  
Public relations with international stars and VIP  
Organization of evenings and events in France and abroad for the promotion of  
Corleone (NYC, Miami, Spain, Greece, France)  
Implementation and positioning of Corleone on the international trade shows  
Commercial on international fairs  
Model muse of Corleone (photos of campaign and fittings)  
Artistic direction for the pictures (advertising campaigns, catalogs and shots)  
Organization of the participation of the brand in charitable works (Frimousse  
Unicaf, Les Enfoirés)

**2000/ 2002** : In charge of Public and Press relations  
MAN RAY *Restaurant-Lounge*

Evening organization and Live show-compartment, interviews for several  
personalities : Versace, Carlos Santana, David Bowie, U2, Jean-Michel Jarre, The  
Rolling Stones, Puff Daddy, Madonna, Tom Jones, Simply Red

Evening organization for the previews of movies such as Eyes Wide Shut, Mission  
Impossible, Gangs of New-York

Follow-up and development of Press relations  
Research and development of new VIP customers

**1981/2000** : High Fashion model

Balmain, Dior, Nina Ricci, JL Scherrer, Chanel, Azzedine Alaia, Givenchy, Thierry Mugler, Annemarie Beretta, Lanvin, Paco Rabanne, Hermès, Celine, Balenciaga, Claude Montana, Chantal Thomas, Yves-Saint-Laurent

Press Fashion shows

Presentation of the collections in the media all over the world

Photos for press kits

Cab model

Broadcast appearances

## **LANGUAGES**

English : first language

French: read, spoken, written,

## **HOBBIES**

Journeys : United States, Asia, South America

Music and Art : Classic concerts, exhibitions, visit big museums, fashion

Sport : Yoga muai thai