

We First How Brands And Consumers Use Social Media To Build A Better World Simon Mainwaring

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We First How Brands And

So now that bike shorts have made their way into our hearts and closets, we're always on the lookout for more to add to our closets — and when they cost just \$10, we'll take one in every color. Such ...

These \$10 Bike Shorts (by the Brand Behind Those TikTok-Loved Bralettes) Are Selling Out Fast

Ellexiy accused fast-fashion giant Shein of stealing one of its designs for a sweater. The sweater appears to have been removed from Shein's website.

Nigerian crochet brand claims Shein stole its sweater design

Shares of American Outdoor Brands (NASDAQ:AOUT) fell 21% in early trading on July 16. The drop was precipitated by the release of the company's fourth-quarter fiscal 2021 earnings, which was pretty ...

Why American Outdoor Brands Fell 21% at the Open Today

Peugeot is interested in running its 9X8 Le Mans Hypercar in IMSA but this would need to be done through an associated brand that sells cars in North America, according to Jean-Marc Finot who is in ...

Finot: Peugeot IMSA Entry "Has to Be" with U.S.-Based Brand

Genius Brands International (NASDAQ:GNUS) stock gained 33% in the first six months of the year according to data provided by S&P Global Market Intelligence. The children's media company had some ...

Why Genius Brands Gained 33% in the First Half of 2021

This is the story of why and how we — a branding and marketing agency — chose to reposition our brand and what you can learn from our approach. In early 2019, my two business partners were talking ...

Why Your Brand Positioning Matters

CEO of Saramar Group, Sarah Marske talks candidly with rolling out about her business, the WEI, and her journey as an entrepreneur.

CEO Sarah Maraske provides distinct tools to building a brand

Cannabis companies have never had a stable relationship with social media. The tense status has made cannabis a bit scrappier regarding social marketing, coded language and geotagging. However, all ...

My Cannabis Brand Was Shut Down By Instagram. Here's How We Rebounded

D&D Clothing, the top African fashion company with head office in Dubai and branches in Europe, makes headway in the global fashion industry as it continues its movement in Africa, starting in Kenya. ...

The First African Brand To Turn African Prints Into Western design

Reaime sub-brand Dizo has teased the launch of a new phone with a single rear camera. The company shared the development on social media channels where the promotional poster teases the camera module ...

Realme's Dizo Brand Teases Launch of Its First Phone: What We Know

After starting out as an occasional tequila drinker, Nayana became an enthusiast due to the low-sugar content of tequila. Now she's selling the spirit.

She Wanted A Healthier Spirit, Now She's The First Black Woman To Lead A Tequila Brand

Thanks to the newly ratified prototype convergence between IMSA, the ACO, and the WEC, Stellantis — the huge global automotive group that encompasses brands including Peugeot, Citroen, Alfa ...

Dodge brand being considered for IMSA return based on Peugeot LMH

After technology investment and successful campaign pilots, industry leader Curate Mobile launches new standalone company that offers proprietary ...

Introducing Kismet: a Mobile-first advertising platform for brands and agencies

Beekman 1802, the nation's largest independently owned goat milk-based skincare brand, has long been making a name for themselves in the beauty industry. Starting with 100 goats and a simple act of ...

Beekman 1802 Announces Their First-Ever Brand Ambassador, Kat Stickler

HALESTORM frontwoman LZZY HALE will join GIBSON as its first female Brand Ambassador. The new COLLECTION will span ... and performer. Since then, we have developed an ever-growing partnership that we ...

Lzzy Hale Joins Gibson As First Female Brand Ambassador, Gibson Gives Advisory Board Member

We recognized the pioneering spirit and brand value in LiveWire for our community and took the decision to evolve the original LiveWire motorcycle into a dedicated EV brand. Today's LiveWire ONE ...

Introducing LiveWire ONE, the first product from the all-electric LiveWire brand

To help pet parents and their pups enjoy more moments of shared joy, the CESAR® brand has launched Bestie Bowls, a new ...

The CESAR® Brand Introduces Bestie Bowls, A First-Of-Its-Kind Pup-Up Dining Experience

EastBanc, a Washington, D.C.-based developer and property manager, also signed fashion retailer Aerie on the same block in Georgetown.

Direct-to-Consumer Brand Everlane to Open First DC Store in Georgetown

Turtle Beach Corporation's HEAR brand, ROCCAT, recently unveiled its debut studio-grade USB microphone — Torch. The latest addition to its diverse portfolio of microphones is particularly designed for ...

Turtle Beach (HEAR) Brand Unveils First Studio-Grade USB Microphone

Mediastruction, the top independent media agency for mid-market brands, today announced that veteran executive Jenna Umbrianna will now lead the data-first organization alongside founder ...