
LIVIANA NEMES

COMUNICAZIONE INTEGRATA E RELAZIONI PUBBLICHE

THE PROFILE

A structure continuously evolving, dynamic and co-operating human resources and an already consolidated professionalism in the field of the communication to the public and the press, are the features of our firm.

A point of strength of our business is the experience matured in over twenty years in the public relations and press offices fields that, together with its natural ability of successfully anticipating and following the market trends, allows us to offer the ideal partnership to our clients, being calibrated to the various typologies and requirements of the firm.

The particular specialisation in the fields of fashion, fashion accessories, jewellery, furnishing accessories and cosmetics has allowed us to become reliable and competent interlocutors for all the Italian editorial offices and for the main ones abroad.

The task received in sectors other than fashion, such as those concerning financial, eyewear, pharmaceutical, and food products, coupled to those concerning events of different typology, have completed our knowledge giving birth to a team of professionals within a strong and structured organisation.

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We have worked and we are working(*) for

LEATHER GOODS and ACCESSORIES

Sergiolin - GFF Gianfranco Ferré
Missoni - M Missoni - Gattinoni
Montana - Montana Blu
Ceci Vergottini borse
Sabien Dev
Cosci
Olpan
Lisetta Paoletti
Solstizia
Paolo Gucci
Biki
Krizia

CLOTHING

Simone Marulli (abbigliamento ed accessori pret-à-porter)
Muse (linee abbigliamento couture)
Maritex (maglieria in cashmere)
Biribiki (linea bimbi)
Jupiter Tricot con le linee J e WWJ
Musani Couture (abiti eleganti e da sera)

FOOTWEAR

Guido Bruno

EYEWEAR

Oliver peoples
Ollie Peoples
Elton John by O.P.
Paul Smith by O.P.
Façonnable
Façe a Façe
Theo
Occhiali Famosi with Histoire de Voir - Onkel - Koh Sakai - Reiz
Gold & Wood - Beryll - Eyesens - Kan Studio
Illusione Ottica

PHARMACEUTICAL AND COSMETICS

Farmila (linea benessere)
Hydra e Samusa
International Hescanas per Roccobarocco Make-up & Parfum
Nappi Parfumes (profumi persona e casa)
Conter (Leocrema, Vidal, Tesori d'Oriente, Denim, Durban's, e home care)
Medicea (Make-up woman e man Daniele Renica Noè, Sweet Years, Indians, Billionaire, Terre d'Oriente, Voglia di...)

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FOODSTUFF

La bottega di Massimo

JEWELS and JEWELLERY

Katherine Wallach (U.S.A.)
Maschio Fabbricaorodiciottocarati

MAGAZINES

Otto Sternefeld Verlag
Aimpes Associazione Italiana Pellettieri
Leather Fashion Journal of Seoul
In Leder

SOCIAL SERVICES

Milan Town Hall

MEETINGS

Giovani Dottori Commercialisti (National Union)
Olivetti
PFG - Collectibles of BASF

EVENT ORGANIZATIONS and PRESS OFFICE

Si Inec Istituto Nazionale Esazione Crediti

EXHIBITION AND SHOW

Artefact (furniture equipment)
Sogedec (factory decontamination)

SHOPS AND BOUTIQUES

Rosalba (new-born clothing and home linen)
Gabriella Cuniolo (home linen and lingerie)
Sothis (home-ware and furniture equipment)
Fragraria (artistic pottery)

TECHNICAL CARD

Name of the Company:

I.P.A. S.a.s. - International Press Agency

Established in: 1977

Registered Office - Milan, Via Vivaio 22

Established by a team of professionals in the various communication sectors, the firm specialises in the business as press office and public relations.

Liviana Nemes is in charge of the firm, and she is on the Roll of the journalists of Lombardia since 1982 and is a director of the Roll of the journalists of Lombardia since June 2001.

Now she is main member of the Consiglio di Disciplina of the Journalists of Lombardia.

*Currently the firm operates under the name of **Liviana Nemes Comunicazione Integrata e Relazioni Pubbliche** (Liviana Nemes, Integrated Communication and Public Relations) .*

Business: Press Office and Public Relations

Type of Contract currently used: on annual or biannual fee basis for the Press Office and Public Relations. As a percentage on the allocation when acting as Advertising Agency

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Specialization:

Fashion
Fashion accessories
Shoes
Jewellery
Glasses
Cosmetics
Furnishing accessories

Extra sector:

Finance
Food industry
Pharmaceutics

Organising events

Advertising agency:

Media Planning
Creation of advertising campaigns
Graphics
Packaging
Production for Television

