

FOR IMMEDIATE RELEASE:

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LONDON-BASED SEVDA RETAINS INTERACTIVE SPONSOR FOR BUSINESS AND BRAND DEVELOPMENT TO COINCIDE WITH ENTRY INTO U.S. LUXURY SECTOR AND HOLLYWOOD

London, UK, February 24, 2011 – London-based luxury handbags brand SEVDA has today announced the appointment of Interactive Sponsor ('iSponsor') as its Business and Brand Development partner effective February 24, 2011.

Interactive Sponsor brings more than a decade of experience in Marketing and Branding, most specifically in recent years utilizing Social Media and Interactive channels, as well as Experiential Marketing and Sponsorships via High-Profile Events, Venues, and Engagement with Fortune 100 Brands and their Consumers.

In its new role, Interactive Sponsor will be responsible for all aspects of SEVDA Business and Brand Development, including but not limited to Marketing, Public Relations, and Social Media, as well as engaging of High-Profile Event and Sponsorship avenues throughout the Entertainment and Corporate world. Interactive Sponsor will also be coordinating efforts by Sales Agents in North America, for SEVDA product placements, along with interaction with buyers and other related channels, and as a liaison between SEVDA and all parties pertaining to business arrangements and negotiations, among other duties.

SEVDA is at a crossroads; and as the luxury sector reports strong sales despite a not so great economy, while promising even stronger performance in the coming year, it is no coincidence the timing of SEVDA's entry into the U.S. luxury marketplace "needed professional representation via a business savvy agency as successful and promising as Interactive Sponsor. We look forward to working together to develop the SEVDA brand and market penetration in North America," said Sevda Mutlu, Founder and Creative Director of SEVDA.

Recently, SEVDA has re-launched its look and website. The re-launch is part of a new branding image, which includes a new logo, site and lookbook combining chic uptown girl with downtown cool. These key steps including the recent Trunk Show at Bloomingdale's flagship store on 59th Street in New York City during Valentine's week, and the retaining of Interactive Sponsor, along with fashion-forward styling to reflect its sophisticated and trendy look, establish SEVDA's determination and strategy of positioning itself as a serious contender within the U.S. and global marketplace.

MORE

In the coming months, as the SEVDA brand distinguishes itself as a unique opportunity to both high-end retail and their consumers, Interactive Sponsor will create, develop, and put into action campaigns involving both online and onsite efforts, as well as strategize the best possible scenarios for the SEVDA brand, utilizing all of the existing and future strategic alliances of SEVDA in the process. Interactive Sponsor will also explore interactions with Hollywood and the Entertainment industry and celebrity endorsements via key events, and sponsorship and co-sponsorship opportunities.

For additional information on SEVDA and Interactive Sponsor, please contact iSponsor at isponsor@interactivesponsor.com or visit sevdamutlu.com or interactivesponsor.com.

About SEVDA

London-based Sevda Mutlu and her namesake brand and handbags reflect a design philosophy which is global, mixing eastern and western influences, and always chic. SEVDA was launched in 2008 in London, the city known for its "haute couture" and where Sevda continues to design handbags, as well as dreams. A good fashion designer has a strong eye for color and detail, a sense of balance and proportion, and an appreciation for beauty. SEVDA has all that and more. And now, after many years satisfying the impeccable fashion sense of Londoners, SEVDA is entering the U.S. market, where glamour and celebrity cannot exist without the other, and where every woman of discerning taste is one SEVDA handbag away from enjoying both.

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About Interactive Sponsor

Interactive Sponsor is an experiential marketing company utilizing interactive strategies incorporating social media, online and onsite campaigns, as well as brand/sponsorship activation, with extensive experience managing clients and their PR efforts for branding and re-branding, along with business development, from concept to execution. Among its clientele, Interactive Sponsor has worked with the Hollywood Foreign Press Association and Golden Globe® Awards, Dick Clark Productions, The Recording Academy and GRAMMY® Celebration, MTV Movie Awards, Teen Choice Awards, Live Nation, major movie studios, movie premieres, after-parties, and other red carpet gatherings, concerts, corporate functions, and brand kickoffs, as well as brand and sponsorship campaigns and activations, throughout the U.S.

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