



To me good PR is all in the detail. Everybody can post press material and hand out news mails, but good PR demands a thorough understanding of both the mechanisms and the specific editor of the target media. Her interests, her medium, her style etc. Through the many years I have had the pleasure of working with Karina, I have been pleasantly surprised many times. From a pair of earrings exactly the same colour of the logo on the La Mer Cream, she was promoting, waiting for me in my hotel room to the MAC survival kits she hands out right before a long flight. Or simply to find a new way to make a brand interesting for editors who receive tons of new beauty products every day. Good PR is all in the detail, and Karina is definitely in the know.

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