



DINOSAUR DESIGNS

The troublesome brief: Launch Dinosaur Designs; a luxury jewellery, homeware and lifestyle brand established over 30 years ago in Australia, into the UK

Co-founders, designers and artist Louise Olsen and Stephen Ormandy negotiated a partnership with The Ham Yard Hotel in London to launch its first bricks and mortar site outside Australia and New York

The challenge is to continually deliver high-end, high-impact media coverage through press office activity, on a limited budget



Telegraph Magazine: 26.03.17





Talker Tailor set to securing an additional retailer through one-on-one meetings with buyers at Harvey Nicholls, Net a Porter and Liberty resulting in Dinosaur Designs making its Net a porter debut in late 2016

Designed trend and fashion mailshots focusing on key pieces, rather than sending all at the same time...and distributed

Hosted a junior journalist and talent drop in before key fashion week shows to dress with the Dinosaur brand, before key shows

Coverage (next page) has included the front cover of S Magazine twice (left) a full page in The Telegraph Magazine (ad value £32K), a six page feature in You Magazine and standalone feature in WYLDE.

TOTAL REACH 2017: 5,396,552 (social reach 2,439,787)





brianfriedman London Soho [Follow](#)

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brianfriedman Can't wait 2 show off the pieces in this bag that I found at @dinosaur_esigns!! They're truly 1 of a kind! Thanks @ilycolectorsn for the intro... I'm obsessed! This jewelry is CRAZ! #BFreeGlobal #LondonLife

j_podlaszewski 🤩

miat_oba 👍

king_kizz You shou do open class I would totally come to that @brianfriedman

kubapleskot_official Slayyyyy

karlinha201 🤩

xlucywilliams @bethanybreeze! jacket 🤩🤩

landingsg Nice shot 🤩

bethanybreeze1 @xlucywilliams omg livingggg 🤩

jennfermatamoros270 GuapismoOo!

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timeofthedaydesk These sculptural rings are inspired by Austrian sands and made from resin and polished brass. Thanks for coming to visit us @dinosaur_esigns 🤩 #timeofthedaydesk #jewellery

yograma These are gorgeous, you should check out our vibrant pieces inspired by our ancient roots in Himalayas 🇨🇳 @timeofthedaydesk

joanna_mazzotta Love these 🤩

piecesofminutk How gorgeous! Love the source of inspiration!

dosofosocom Amazing omnians Beautiful

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STYLE NOTES

What we love now

EDITED BY KATERINA ISRAEL

MATERIAL GIRL. This new tome of American portrait photographer Richard Corman's unpublished Polaroids of a 24-year-old Madonna (unearthed during a move) profiles the singer six weeks before her debut album release in 1983. Bound with a rubber band, just like the brackets that used to stack her wrists, it takes you back to the megastar's gritty beginnings in New York City. **MSRP, limited run, from £60** (madonnastyle.com)

CROSS THE LINE Brands from Balenciaga to Victoria, Victoria Beckham are charging ahead with a more directional study of traditional bankers' pinstripes for Resort 2017. They are also big news for SS17 — see: Mosse and Jacquemus — resulting in Net-a-Porter previewing an exclusive capsule of the latter that works hard both in and out of the office.

ROKSANDA X CUTLER AND GROSS sunglasses, £335 (cutlerandgross.com)

MONSIEUR JEANNE dress, £145 (jeanne.com)

JACQUEMUS trousers, £500, as seen on screen, £300

ACNE STUDIOS pants, £800 (acnestudios.com)

Sheer SHADES At this time of year everything looks better through rose-coloured glasses — especially when they are these oversized acetate frames by Roksanda x Cutler and Gross.

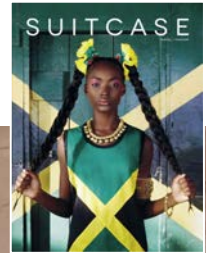
Drop THE BALL Get into the swing of the party season with these dangling cocktail baubles.

ADD TO BASKET: I wanted her to live in the clothes for a year to understand the brand, says Tbi's Amy Simonic of her first long line designed with accessory aficionado Myriam Schaefer.

InSTARglam Pantone merch fans take note: this colour block autumn identifies the tonal hues of classic films. @colorpalette.cinema

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nikita_andriano [Following](#)

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nikita_andriano - @nikita_andriano 🇧🇷 #NityuBaby Greige #tude look.

#Details: #ring & earrings - @dinosaur_esigns #Makeup: #face - @katvondbeauty #rockfordfoundation No. 44, #concealer - L.S. #rosepowder, #shadesofpinkpalette for #contour, #eyes - #shadesoflight #eyeshadow, #fimmoralash #mascara, #pattoliner for the lips v.s. #lips - #katonD #showandwow #liquidstick, #stod #nailart #nailstamping #greenhair #palehair #silverhair

gravesend you're not from this planet, are you? 🤩🤩🤩

antiarmoros no sé si la amo más a ella o a S Bobaeuz

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