

MARKETING

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[**APEX HIRED TO LAUNCH BROOKS BROTHERS**]
March 03, 2009 | By Kristin Laird

Apex Public Relations Inc. appears well suited to promote **Brooks Brothers'** Canadian debut through a national media relations program.

The New York City-based apparel company hired Apex as its Canadian PR agency of record in January, after the shop presented its credentials, case studies and ideas, said Apex president **Pat McNamara**.

"It's a really good fit," she said. "They're a fabulous group of people—really friendly and really passionate about their brand, and I think they saw that passion in us as well."

Apex, which has worked with other apparel companies including Tommy Bahama, Levis, Nike and Penguin, will run a national media relations program to promote the grand opening of Brooks Brothers in Vancouver this May.

The program will include a grand opening event, product seeding and a charitable component, though a charity has yet to be designated, said McNamara.

Additional Brooks Brothers stores are slated to open in Toronto and Calgary over the next year.

"Buzz about Brooks Brothers' foray into Canada has been gaining momentum for the past few months, and we are confident Apex will successfully leverage early excitement among Canadian consumers and media," said **Brian Shaughnessy**, country manager, Canada for Brooks Brothers, in a release.

"We chose Apex as our partner due to the agency's breadth of experience in the apparel market and strong relationships with fashion and lifestyle media."

Apex will work in collaboration with its Vancouver partner, **Tara Parker Tait PR**, for various in-store and media activities.

Originally published in Marketing Magazine, March 2009

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