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Case Study:

**RHION ROMANY**

# THE BRAND

## Rhion Romany



Rhion Romany has quickly grown to be one of the most celebrated fashion designer brands on the Caribbean fashion circuit over the last few years. Inspired by well-known local & international fashion impresarios who have transformed and enhanced the global meaning of style, Rhion uses the Caribbean climate as inspiration to channel his natural ability of curating edgy, contemporary resort and swimwear collections that appeal to his clients and followers.

To date, his designs have been worn by several high-profile personalities, such as America's Next Top Model's Bianca Golden, as well as the stage dancers for award-winning King of Soca, Machel Montano. His creations have graced the runway for audiences such as CreativeTT's "Masquerade" event in honour of Vogue Italia. Currently, the RR brand is also in a design partnership with TRIBE Carnival – the most powerful Carnival masquerader brand in the world.

## The Need

Rhion always aims to connect with his audience. For his last three (3) fashion collections, he has teamed up with Chambers Media Solutions to curate three (3) storytelling campaigns which embodied the bold, sophisticated and timeless designs that his customers and followers have grown to love. For our PR team, the art of storytelling was critical for the brand development of his fashion product. For the collections "**She Wolf**", "**Domina**" "**CÆLIA**" and "**Murder She Wrote**", the collections aimed to tell meaningful stories and draw real-time references from the spaces that he occupied as a seasoned designer.

## The Plan

In order to ensure a strong collection unveiling, Chambers Media Solutions stayed true to the inspiration of the three offerings from the Rhion Romany brand.

The collection "**She Wolf**" was birthed by the fortune of the wildered female human psyche and its subsequent awareness of self & strength. The story was reflective of the controlled chaos that is this transformational female livelihood.

"**Domina**" leaned heavily on an inspiration Roman culture; an ode to timeless style as a woman's preferred weapon of choice.

"**Murder She Wrote**" revealed a dual personality crisis in a woman called "She", who struggled with the identity of traditional values versus a modern, calling to change her normal routine. This campaign also employed videography storytelling as a means to elevate the storyline and connect with consumers more profoundly.

Though varied in nature, there was a clear commonality in the art presented in the fashion collections: it was celebration of the power of the female form. The Rhion Romany aesthetic unapologetically continues to create for the woman in charge, whose distinct air of elegance and richness wholly rejects the notion of tameness and sameness in style.

## The Result

With the storytelling strategy executed by Chambers Media Solutions, Rhion Romany brand was able to exponentially increase his social media following on Facebook, Twitter and Instagram by tens of thousands of digital impressions over the last three years. The notoriety of the fashion collection campaigns increased visibility on the business circuit, and he was invited to show at several fashion events, including *Cuttin' Style Caribbean* in Toronto, *Saint Lucia Jazz Festival HOT Couture*. Lastly, the Rhion Romany brand soundly maintained its Caribbean authenticity among global fashion brands, while exploring creative avenues that keep his designer trends unique, relatable and current.



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