

URBAN FASHION SENSE



Media Kit

UrbanFashionSense.com

was created by Imani Clark in May 2009, as an outlet of fashion expression.

Known to be extremely opinionated and influential to her family and peers alike; Clark knew it would be a great idea to share her love of fashion with the world.

Urban Fashion Sense quickly became a fashion marketing site, which Clark used to promote upcoming designers, talent and events..

Years of retail experience with fashion houses such as Tiffany & Co., Saks Fifth Avenue, and Banana Republic, combined with working for Coleman Entertainment Group and PLITZS Fashion Marketing; allowed Clark to hone her communication skills post college graduation.



No longer just a blog, URBAN FASHION SENSE has expanded tremendously.... It's now a Digital Media & PR Consulting boutique business specializing in Media, Fashion, and Event Partnerships.

In March 2016, Clark took the blog to new heights with the launch of YouTube style series '6 STYLE TIPS'. The series is an outlet for Fashion Enthusiasts to cross promote current projects by sharing style advice with viewers.

Clark contributed as the Official Publicist for Ballin' 4 Peace Sporting Events, powered by Former Pro Ball Player Haron 'H2O' Hargrave in 2018. Her ultimate goal is to combine her business savvy skills with her passions and expand Urban Fashion Sense into a full functioning Media Consulting Firm.

EXPERTISE & NOTABLE WORKS

FASHION MARKETING

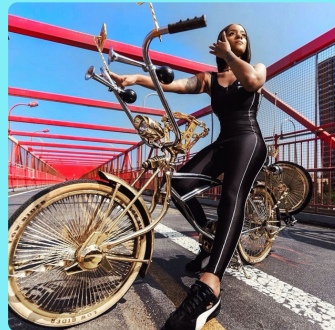
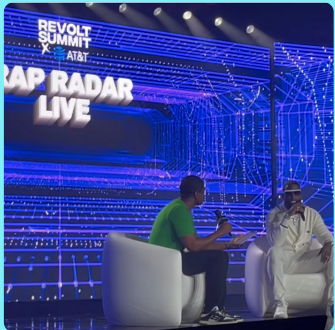
- BRAND MARKETING
- FASHION STYLING
- PERSONAL SHOPPING
- EVENT COORDINATION
- PRESS COVERAGE

PUBLIC RELATIONS

- MEDIA KITS/PROPOSALS
- CLIENT REFERRALS
- PROP PLACEMENT
- TALENT PITCHING
- MEDIA MENTIONS
- INTERVIEWS
- PRESS RELEASES

EVENT PLANNING & PARTNERSHIPS

- SECURING SPONSORS & VENUES
- SOCIAL MEDIA MARKETING
- RED CARPET INVITES & HOSTING



- Secured Jeff 2 Da Left Lowrider Bike as a feature for CBS & Sponsor For Stevie Boi NOIR Men's Fashion Week Presentation
- Interviewed Okevia Wilson Of WEtv Selling It: In The ATL
- Attended Revolt Music Conference with Time Warner Sponsorship
- Produced 6 Style Tips Fashion Series & RoundTable Discussion -
- Interviewed The Fashion Addicts and BakeryHNY
- Maino x FILA Pop-Up Featured On Urban Fashion Sense
- Panelist For "Female Forbes" Women Empowerment Discussion
- Created Press Kits For Addy.media
- Styled Candice Roach for WEtv Hustle & Soul
- Victor Cruz Media Drop
- Eight Two Seven x Urban Fashion Sense Styled Reggae Artist Stylysh
- Over 8,000 views on YouTube For HoodCelebrityy - Hot 97 Who's Next Performance
- Marketed Levi's Wedgie Jean Campaign - 3K views on YouTube

- Secured Exclusiv Vodka & Panera Bread Partnership for OSODIVA Podcast 'THE DIVA DEN'
- Secured Brooklyn's Infamous Allan's Bakery Cake Donation for KreativStyles Website Launch
- Guest Panelist For Sway In The Morning Celebrity Wire
- Official PR Consultant For Former International Ball Player Haron Hargrave and Ballin' 4 Peace; Secured Essentia Water, Palmer's Cocoa Butter, Silky Socks, LyfeStyle. Clothing, Nuts.com & Nestle Water as Sponsors for 2018 Tournament .
- Invited 2Milly, Darnell Robinson and Wonda Music Artist Amera J
- Marketing Coordinator for PEAK USA SPORTS & H2O Music. Assisted with placement of Cryssy Bandz and Josh Jacobs for FUSE TV "Weekly Rap-Up Series
- Contributed on Sponsor Team At American Black Film Festival 2017
- Urban World Film Fest - Press Recap
- Promoted Love and Hip Hop Cast Member "Graff and Friends" Concert



URBAN FASHION SENSE EMBRACES PARTNERSHIPS & COLLABORATIONS

CONNECT WITH US

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