



### AIGUA MEDIA APPOINT EDENCANCAN TO HANDLE THE NETWORK'S PR CAMPIAGNS



catwalk queen



shoewawa



the bag lady



crafty crafty



kiss & makeup



osoglam



trashionista



dollymix



star trip



nollie



London, Monday 22<sup>nd</sup> August. Aigua Media, the rapidly expanding network of 'blogazines for fashionistas' has appointed fashion, lifestyle and media & entertainment PR agency, EdenCancan, to handle the network's growing PR requirements.

Aigua Media is an online publishing network consisting of 11 magazines and two social shopping sites. Collectively the titles attract a staggering 1.2 million users each month (plus over 200,000 followers on Twitter). This makes it the UK's biggest fashion and lifestyle online resource. Aigua Media titles includes; the globally renowned 'Catwalk Queen', niche style sites 'Shoewawa' and the 'BagLady', the UK's leading beauty blog 'Kiss & Make-up' and the retail platforms 'OSOYOU' and 'OSOGLAM.'

EdenCancan have been tasked to work with Aigua Media in order to raise the profile of the network's titles through brand PR, creative stunts, social media and integrated PR. Additionally, EdenCancan will help the network to explore broadcasting opportunities that will help to further raise the profile of individual titles.

Beth Wond, Commercial Director at Aigua Media comments:

***“Our exciting expansion over the last few years has now warranted that we invest more in our public profile. Whilst we already have millions of monthly users, there is still a massive untapped audience we want to access using PR. We saw a number of agencies who could potentially help us, but it was EdenCancan’s combination of media and fashion experience that ensured they won the business. This is hopefully a long term partnership and we have high hopes for its success.”***

Nick Fulford, Managing Director at EdenCancan comments:

***“When we got the news that Aigua had picked EdenCancan, the whole team whooped with excitement – as they are the hottest property in fashion media right now. This is a brand with a seriously big future. Their growth in users and awareness over the last 12 months would have most media owners ecstatic. We take the responsibility of managing their public image during this rapid growth very seriously. We are looking forward to getting started.***

***“This new relationship further cements EdenCancan’s expertise in the Media and Entertainment sector. Aigua Media will now sit alongside other new clients which we have won over the last 12 months, including MTV, BBC Children in Need, Channel 4’s Battlefront and LOOK Magazine’s ‘LOOK Show.’***

- ENDS -

For more information and all press enquiries, please contact:

Heather Swaine at EdenCancan on 0207 467 9400 / [heather.swaine@edencancan.com](mailto:heather.swaine@edencancan.com) or James McNicholas at EdenCancan 020 7467 9400 / [james.mcnicholas@edencancan.com](mailto:james.mcnicholas@edencancan.com)