

Cutting Edge wins Sky Group PR account

From September 2012, the public relations campaign for Converse; Lyle & Scott and Samson fashion brands, under the Skye Group of companies, will be handled by Cutting Edge Communications.



Since their introduction to the market, these fashion brands have reportedly been well received by the various segments of the South African market. The agency looks forward to continuing the growth and popularity of these brands with the help of the various media platforms.

The brands will be managed as follows: Converse - Daniela Panzeri; Lyle & Scott and Samson - Jacqui Higgins.

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