



Created by supalerk laipawat  
from Noun Project

# **P.R. Plan & Media Kit**

Created By Rachel Hetrick

## **Recommendations for COVID-19 Consideration**

With recent surges of COVID-19, Los Angeles is currently under extremely strict regulations. My recommendation is to hold the event completely virtually. We should attempt to get our deposit refunded from Union Station as soon as possible, in hopes of getting a full refund or a credit for future use if a refund is not possible.

While regulations may change over the next two months, we have no way of knowing what they will be in February. If we begin planning a live show around the current regulations, we might have to make changes at the last minute. If we begin planning for a virtual show now, we have the opportunity to spend more time making the show as interesting and engaging as possible. Finally, even if we are allowed to gather in some capacity at the time of the show, it risks negative attention from the media and on social media as it could be seen as irresponsible and careless. We need to put the safety of our team and all of the show's participants and attendees as our first priority.

To create the best possible experience from home, I recommend having models each record their pieces on a makeshift runway from home in advance and then editing the clips together and using virtual reality (VR) to create a cohesive background look. VR will help engage the audience and provide a unique experience and we can send VR goggles to invited guests. We can also have our celebrity spokesperson Emma Watson create a video to share across both hers and our social media to help get the word out about the virtual show. We can also use the Urban Decay partnership to send a custom makeup palette to all models and have them create behind-the-scenes videos getting ready for use on social media, and then send the palettes to attendees as gifts.



# UNEARTHED

## Social Media Outreach

### Social media platforms

1. Instagram
2. Facebook
3. YouTube

### Key messages:

1. UnEarthed will debut in virtual reality during Los Angeles Fashion Week on Monday, February 15, 2021 at 8:00 pm.
2. “UnEarth sustainable, comfortable fashion with this hemp-based clothing line designed for the modern professional woman.”
3. “Comfort. Sustainability. Durability. UnEarth the natural benefits of hemp fabric.”
4. A message from Emma Watson – actress, philanthropist, and U.N. Women goodwill ambassador – about her favorite new sustainable fashion line, UnEarthed. [This will be posted as a video message by Watson]
5. Urban Decay has collaborated with UnEarthed designer Katie Frederick to create a custom palette for UnEarthed’s upcoming fashion show. The palette will be available for purchase from [www.urbandecay.com](http://www.urbandecay.com) in May.



# UNEARTHED

## Social Media Influencer

← cait\_curley



603 Posts   25.4K Followers   569 Following

Hemp Advocate  
+ hempster  
+ natural medicine  
+ c@nn@bis advocate  
+ regenerative agriculture... more  
[www.linktree.com/caitcurley/](http://www.linktree.com/caitcurley/)

I chose Cait Curley ([@Cait\\_Curley](#) on Instagram) as my influencer. Cait is a hemp advocate who has promoted various hemp fashion brands in the past. She has over 25,000 followers and strong engagement rates. Most recent posts have 1-2% total

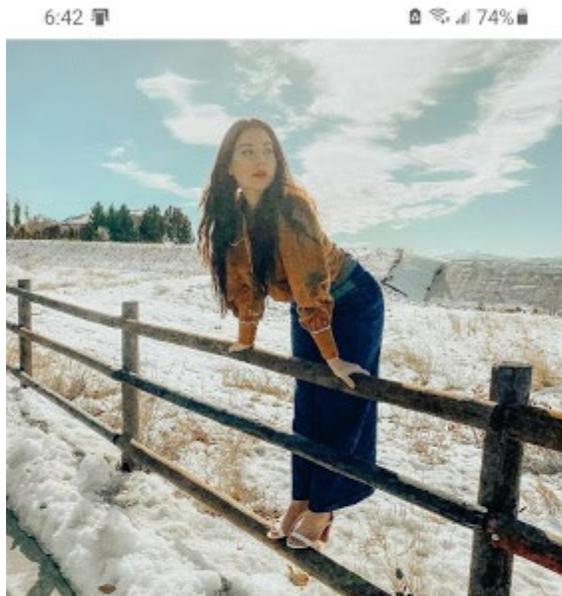
engagement and up to almost 10% on her most popular recent post.

Since the hemp fashion industry is fairly niche right now, I didn't find many influencers dedicated specifically to hemp clothing, and most that did have a smaller following, so I think Cait is a good choice to reach a larger audience that would be interested in our products and get good engagement. Her posts all get comments in addition to likes, which is a good sign that she has genuine followers (as opposed to purchased).

She puts a lot of effort into educating viewers on the benefits of hemp products, which is a great way to continue growing the audience. She also has a Linktree page set up so she could link to the UnEarthed website from there to help promote the line and make it easier for her audience to find us. Following is an example of the type of post she could create for UnEarthed (screenshots of post on following page):

<https://www.instagram.com/p/CG8RAmWhzJ9/?igshid=1s51wriwjibf>





387 likes

cait\_curley Hemp silk shirt and Hemp denim jeans!! 🌱🌸🌿 I have become obsessed with @amorandrosas 🇺🇸 This summer I was traveling through the back roads of Mexico and stopped at a gas station. While filling up I pulled out my phone and began to scroll through Instagram. A stunning jacket under the hashtag #hemptextiles stopped my scroll and I went to their page. I was blown away by the unique, versatile beauty in their clothing and their focus on sustainable fashion. I had seen nothing like it before...Gorgeous modern fashion mixed with ethnic touches, made from Hemp!! 🇺🇸

Currently, the fashion industry contributes over 8% of all greenhouse gases. If things remain as is by 2025



## ← Posts

Currently, the fashion industry contributes over 8% of all greenhouse gases. If things remain as is by 2025 more than 25% of the full global carbon budget would go to this industry. The hotspot for carbon emission is at the textile mills. More than 75% of the carbon footprint for the entire lifecycle of a piece of clothing takes place there. It's important to understand that a supply chain is its own ecosystem that must be sustained and supported indefinitely in order for the world to see legitimate environmental impact. True sustainability comes when the entire supply chain, production processes, and product afterlife are sustainable. 🇺🇸

On a positive note, "sustainability" has recently become a buzzword and has more people taking a closer look at the food they consume, chemicals they put on their bodies and purchasing decisions they make around the environmental impact their clothes have. Every time you wash fabrics made from synthetic fibers (polyester, nylon, spandex), microplastics break off, and a large amount eventually end up in the oceans, and our bodies. Microplastics are a serious issue for not only the environment, but also our health. Speaking for myself, it hasn't been an easy transition to cut off fast fashion but in reality it's necessary. I recommend taking a deeper look into how your clothes were made and where. I also suggest investing in as much hemp clothing as possible. Not only is it the most durable natural fiber on the planet, but most humans processing and creating clothing from it are using the plant to heal the planet not harm it! 🇺🇸🌍🌱🌿🌸🌿🌱

View all 28 comments

October 29



Rachel Hetrick

## About Hemp Fiber

1. National Industrial Hemp Council [www.hempindustrial.com](http://www.hempindustrial.com)
2. "What is Hemp?" <http://www.whatishemp.com/>
3. "Global Hemp" Portal to the Hemp Community <http://www.globalhemp.com/>



# NEWS from UNEARTHED

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FOR IMMEDIATE RELEASE  
December 21, 2020

## LOCAL DESIGNER DEBUTS HEMP CLOTHING LINE IN VIRTUAL REALITY

*Exclusive Digital Fashion Show During Los Angeles Fashion Week in February*

MANHATTAN BEACH, Calif. [Dec. 21, 2020]—Hemp-based summer fashion line “UnEarthed” will be premiered through an immersive virtual reality (VR) show at Los Angeles Fashion Week by local Katie Frederick. The line features comfortable, ready-to-wear fashion designed for modern professional women transitioning back into the office in the wake of the COVID-19 pandemic.

The show takes place on Monday, February 15, 2021 at 8:00 pm with an entirely digital presentation to ensure the safety of all participants amidst the COVID-19 pandemic. Invited guests will be provided VR goggles for a fully immersive experience from home, but the show will be viewable on mobile devices with limited VR capabilities.

Through this digital experience, Frederick hopes to inspire her audience to connect with others around the world through art. The models featured in the show are located around the globe, with models from six continents.

“I’ve always been inspired by nature and that’s reflected in the UnEarthed line’s earth tones,” said Frederick. “I also wanted to incorporate a lot of neutrals so it would be easy for women to mix & match pieces.”

More-more-more



Frederick is an emerging designer who's passionate about creating high-quality fashion with minimal environmental impact. She's been a vocal critic of 'fast fashion' industry standards that are [detrimental to our environment](#).

Hemp fabric creates a significantly smaller environmental footprint than cotton as it only requires one-third of the water to grow hemp and produces up to 260% more fiber. The fabric is also softer, more durable, and more breathable – making it the ideal balance of sustainability and comfort.

UnEarthed has partnered with Emma Watson to host the show. As a globally recognized actor, humanitarian, and U.N. Women goodwill ambassador, Watson embodies the show's theme of global connection.

Frederick is also proud to have Watson's support as a fellow advocate for sustainable fashion.

The UnEarthed line features comfortable, office-appropriate summer looks designed for the modern professional. All pieces are made from a lightweight hemp fabric and draw from a palette of neutral earth tones including olive green, beige, taupe, cream, and light brown.

Products will be available for purchase in U.S. sizes 0-20 beginning in May of 2021 at Nordstrom and Saks Fifth Avenue. More information about the line can be found at [www.uneearthedla.com](http://www.uneearthedla.com).

####

UnEarthed was established in 2020 as a hemp-based clothing company by passionate environmentalist Katie Frederick. Its inaugural collection will be available in the summer of 2021. The company is committed to sustainable clothing manufacturing.

**Tweetable news summary:** Hemp-based summer fashion line "UnEarthed" will be premiered in virtual reality at Los Angeles Fashion Week by local Katie Frederick.



## Pitch Email

To: Nina Vargas, Editor in Chief of LA Fashion Magazine

Dear Ms. Vargas,

Hemp-based summer fashion line “UnEarthed,” by emerging local designer Katie Frederick, will debut at Los Angeles Fashion Week this February. A virtual reality (VR) fashion show will allow attendees to safely experience the line up close from the comfort and safety of their own homes amidst the COVID-19 pandemic.

These designs were inspired by the Earth, which is represented in the color palette and the sustainable hemp material used. Frederick is a passionate environmentalist as is the show’s host, actor and U.N. ambassador Emma Watson, and both have been vocal in advocating to end fashion industry practices that are extremely harmful to the Earth.

The show will take place on Monday, February 15, 2021 at 8:00 pm and invited guests will be provided a set of VR goggles through the mail to create the full experience. The show will also be available to stream on mobile devices with limited VR capability.

The line’s focus on sustainability and the show’s theme of connecting people during the global pandemic will surely be of great interest to “LA Fashion Magazine” readers. An interview with Watson about the show would also generate additional interest.

I will contact you this week about arranging your interview with Watson.

Thank you,

Rachel Hetrick



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## Fact Sheet: Virtual Reality Fashion Show

### Who

- UnEarthed (fashion line)
- Katie Frederick, fashion designer
- Urban Decay (UD), sponsor

### What

- Presentation of new hemp-based women's fashion line for summer 2021

### Where

- Digital stream accessible from home (or anywhere)

### When

- Monday, February 15, 2021 at 8:00 pm

### Why

- Introduce fashion line in a safe way during the COVID-19 pandemic
- Inspire global connection through art during the pandemic

### Quote

- Frederick: "I've always been inspired by nature and that's reflected in the UnEarthed line's earth tones. I also wanted to incorporate a lot of neutrals so it would be easy for women to mix & match pieces."

### Sponsor

- Urban Decay to provide custom makeup palette to all models + guests via mail



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## Company Fact Sheet: UnEarthed

### Officers

- Katie Frederick, fashion designer
- Marisol Ortega, Chief Executive Officer
- Rachel Hetrick, Vice President of Public Relations

### Description

- Hemp-based women's clothing line
- Ready-to-wear, comfortable clothes for the modern professional

### Products

- Women's clothes available in U.S. sizes 0-20
- Neutral earth tones including olive green, beige, taupe, cream, light brown

### Inspiration

- Trees and nature – earthy tones
- Caring for the Earth – sustainable fabric

### Benefits of Hemp Fabric

- Significantly reduced environmental impact
  - One-third of water required for crop compared to cotton
  - One acre of hemp produces up to 260% more fiber than cotton
- Durable, soft and breathable
- Hypoallergenic



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## Fact Sheet: Urban Decay Sponsorship

### Who

- Cosmetic Brand Urban Decay (UD)
- Fashion Line UnEarthed
- Tim Warner, Urban Decay CEO

### What

- Urban Decay sponsoring UnEarthed virtual reality fashion show

### Where

- Digital stream can be accessed from home (or anywhere)

### When

- Monday, February 15, 2021 at 8:00 pm
- During Los Angeles Fashion Week

### Why

- UD passion for supporting local start-up brands in S. California

### Show Involvement

- Custom makeup palette created as collaboration between the two brands
- UD to provide palette to models for use in show + gift bags for invited guests

### Quote

- Warner: "The custom palette is a perfect complement to the UnEarthed summer 2021 line to add a little glamour to your everyday life."



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## UnEarthed Company Backgrounder

### OVERVIEW

UnEarthed is a hemp-based clothing design company that was founded in Los Angeles in 2020 by local fashion designer and environmentalist Katie Frederick. The women's clothing company is committed to reducing its environmental impact by manufacturing all its clothes from sustainable hemp fabric.

UnEarthed is a global company with employees working remotely from three different continents.

### ABOUT HEMP FABRIC

Hemp fabric has been [traced back](#) as far as 8,000 B.C., but is recently rising to popularity, largely due to its sustainability as we learn more about the importance of conserving the environment. Though it looks similar to cotton, it's more sustainable to produce, requiring significantly [less water than cotton](#). It has also been found to be softer and more breathable for comfort as well as more durable, so it will last longer.

### COMMITMENT TO SUSTAINABLE MANUFACTURING

Driven by Frederick's passion and knowledge on the subject, UnEarthed is committed to sustainable manufacturing practices, using only hemp-based fabrics for all its current and future pieces. The company has established a supply chain with suppliers that share its commitment to sustainability. The hemp is sourced from Canada, where it is [legally grown](#), following all applicable regulations in both countries.



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## **Katie Frederick – Fashion Designer Biography**

Katie Frederick is a Los Angeles-based fashion designer, and the mastermind behind UnEarthed. She is a long-time environmentalist and a self-proclaimed hippy who's passionate about sustainable fashion. She has been a vocal critic of 'fast fashion' industry practices that are rapidly contributing to the continued deterioration of our environment.

Frederick's love of the Earth is apparent in her UnEarthed designs for summer 2021, which draw from a palette of neutral Earth tones. It also shows in her decision to make her line exclusively from hemp fabric to minimize the environmental impact of its production. As she studied fashion for four years in school, Frederick was also spending her free time educating herself on environmental issues with standard industry practices and has always seen the two as inherently linked.

Frederick earned an associate degree in fashion/apparel design from the Academy of Art University's School of Fashion Design in San Francisco, then went on to complete a bachelor's degree with the same concentration from the International Academy of Design and Technology- Tampa. She was working on her own jewelry line prior to shifting her focus to apparel with UnEarthed.



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## **Marisol Ortega – CEO Biography**

Marisol Ortega is an accomplished CEO with over 15 years of experience in the fashion industry. She was selected as a “featured winner” in CEO Today’s Business Women of the Year awards in 2019. Working for larger, global brands, she has recorded many successes and is a highly sought-after talent.

A Puerto Rico native, Ortega moved to the United States with her family as a teenager and began her career shortly after. She got her start in the fashion industry as a retail sales associate at Aldo, a global shoe conglomerate based in Montreal. She quickly worked her way up to a store management role and eventually moved to Spain to manage a store in Madrid before opting to try the corporate side of fashion. She began in the marketing department in the Aldo Group International - Spain office just outside of Madrid where she eventually worked her way up to an executive position.

From there, Ortega accepted a CEO role of Barcelona-based fashion brand Mango where she spent seven years and then moved on to Zara where she was CEO for nine years. Ready for a new challenge, Ortega accepted the CEO position at UnEarthed invigorated to get involved in the start-up fashion world and help build a new global brand. She is still located in Spain but visits Los Angeles frequently.



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## Emma Watson – Biography

Emma Watson is most known as an actress for her role as Hermione Granger in the “Harry Potter” film series, in which she was cast at the age of 9. The franchise made her an international movie star, but she has many other accomplishments. In addition to acting, Watson is a model, philanthropist, and U.N.

Women goodwill ambassador with a love of fashion and a passion for sustainability. She was awarded the Trailblazer Award at the MTV Movie Awards and GQ’s Woman of the Year, both in 2013.

After having so much success from a young age, Watson has followed a very unconventional career path. She decided to begin college at Brown University while her career was booming, having to postpone her studies to maintain the “Harry Potter” filming schedule and spending a semester studying at Oxford before ultimately graduating from Brown with an English degree in 2014.

As a teenager, Watson became interested in fashion and in 2009 she announced a partnership with fashion label People Tree, which promotes fair trade. This essentially launched her modeling career, though her acting career never halted. She also became increasingly involved in promoting fair trade and organic clothing. By 2014, Watson had been active for several years in her advocacy for several causes she found important and was appointed a U.N. Women goodwill ambassador to continue her efforts towards the empowerment of young women.

