



 THE LILIAN RAJ AGENCY

*Strategic Marketing & Public Relations
for the Luxury Lifestyle*





55 PHARR ROAD NW SUITE A304
ATLANTA, GEORGIA 30305
(646) 789-4427 EXT 701
LILIANRAJI@LMRPR.COM
[HTTP://LILIANRAJI.AGENCY](http://LILIANRAJI.AGENCY)

THERE ARE 3 THINGS YOU
SHOULD KNOW ABOUT US.



1.

WE BELIEVE
EVERYTHING
WE DO
SHOULD
HELP YOU
SELL MORE
PRODUCTS.

Our agency originated from Lilian Raji's two year tenure becoming the second highest selling salesperson at the Atlanta store of Tourneau, the largest luxury timepiece retailer in the world.

BECAUSE OF OUR ORIGINS SERVING BEHIND THE COUNTER OF THE LARGEST LUXURY WATCH RETAILER IN THE WORLD, WE'RE MORE LIKELY THAN MOST OTHER AGENCIES TO KEEP OUR EYES ON HOW YOUR INVESTMENT IN US IS BEING RETURNED AT YOUR SALES COUNTERS.





2.

WE LIKE TO BEGIN
WITH THE END
IN MIND. THAT
BEGINNING
STARTS AND
ENDS WITH
UNDERSTANDING
HOW CUSTOMERS
BUY LUXURY.

Lilian became a top earner at Tourneau by taking time to understand what her customers wanted and giving them exactly that.

Knowing she would eventually leave Tourneau to launch her eponymous agency, Lilian also spent time taking note of what the most in-demand companies were doing to make customers ask for their brand by name.

Salespeople are given financial incentives and rewards to push one brand above another. When a customer doesn't know what he wants, the brands with the biggest incentives were often the ones salespeople recommended.

Every once in a while, however, Lilian noticed that, despite every effort to encourage a customer to choose a brand offering a very attractive sales incentive, some customers wouldn't be swayed from their decision to purchase a particular brand. Whenever Lilian came across such customers, she always asked how they learned about the brand and why they had to have only that brand.

Her discoveries became foundation for the strategies we now recommend.

MARKETING COMMUNICATIONS

MEDIA RELATIONS

SOCIAL MEDIA STRATEGY

INFLUENCER OUTREACH

EXPERIENTIAL SPECIAL EVENTS

STRATEGIC PARTNERSHIPS

AND MORE





Ufficio di Atlanta
dell'Istituto Nazionale
per il Commercio Estero
(ICE) www.ice.it

233 Peachtree Street N.E.
Suite 2301
Atlanta, GA 30303

Tel: (001 404) 525.0860
Fax: (001 404) 525.0112
E-Mail: atepla@atlanta.ice.it

www.italtrade.com
www.italiangiftware.com

Atlanta Office



Italian Trade Commission
Government Agency

December 15, 2006

Dear Lilian,

We want to thank you for your contributions to the event last night. We heard only positive compliments from the guests about the party, so many of them stating this was the best Brindisi Italiano to date. This can largely be attributed to you connecting all the right parties to make the event happen. This year's Brindisi had the best turnout since it began.

We were blessed with wonderful weather that gave the guests the opportunity to enjoy music on the patio. I don't think we could have asked for a better event.

Your connections to the Milan Restaurant, the Munson Contact Design Group, the Atlantian Magazine, Lui-B, Ken Goldwasser, Maserati, and DE Fine Art all combined to make such a wonderful event possible. We never could have imagined that a party celebrating Italian culture would be one of the premier holiday events in Atlanta. Thank you for all the help in the promotion of Brindisi. It was truly a night to remember.

We look forward to working with you in the future and we hope that your business continues to prosper. We wish all of you a very happy holiday and a happy new year.

Warmest regards,

Giovanni Bifulco
Italian Trade Commission Atlanta

3.

WE'RE
VERY, VERY
GOOD AT
WHAT WE
DO.

Lilian was introduced to us when we first started doing business in the U.S. Her expertise and extensive knowledge of PR and marketing was invaluable in helping us determine how we should proceed in this market. She openly shares her vast network of relationships to help us advance our business, connecting us with the right people at the right time. She's very passionate, results-driven, and unafraid to tell you if she feels there's a better, more cost effective way to do things. Her strict attention to detail and determination to get things done right the first time are strong assets that have helped us see a substantial return on investment in our work together. Having worked with her several times over the years, Lilian and her team have consistently done an exceptional job with us and the other companies we've recommended to her. It's always a pleasure to work with Lilian and The Lilian Raji Agency.



TOURNAIRE

P A R I S

Maitre Artisan d'Art Joaillier

Frederic Saint-Romain
President
Philippe Tournaire

Lilian is an extremely energetic and creative individual who is dedicated to achieving her clients' objectives. She is detail-oriented and can be a very strong partner for public relations and branding.

Ed Cortese
Fashion Director
Departures Magazine and Black Imk Digital

I met Lilian while I was working as an editor at National Jeweler, and was instantly impressed by her energetic personality and her knowledge of the luxury market and its various players, in the jewelry, timepiece and fashion realms. She has a strong understanding of what editors are looking for in a story, how to craft a pitch in a way that grabs attention and how to help editors do their jobs better. In short, she gets it. I would wholeheartedly recommend her to anyone seeking public relations services.

Teresa Novellino
Senior Producer
Upstart Business Journal

The Lilian Raji Agency has proven to be a great asset in our US marketing strategy. Within a very short timeline, The Lilian Raji Agency pulled together a media dinner during New York City Fashion Week attended by editors of Esquire, Worth, GQ, Forbes, International Herald Tribune, Elite Traveler, Robb Report and several others. The Agency was then able to coordinate a reciprocal event the same week in Los Angeles that culminated in our presence at the Emmy Awards. Lilian proved to be entirely vested in our success, and her team worked as if ST Dupont was their own company.

Karen Lee
Americas Area Manager
S.T. Dupont Paris

S.T. Dupont
PARIS

MAÎTRE ORFÈVRE, LAQUEUR & MALLÉTIER DEPUIS 1872



GOUVERNEMENT DU QUÉBEC
DÉLÉGATION GÉNÉRALE
NEW YORK

New York, June 5, 2012

The Lilian Raji Agency was recommended to us by Aaron Faber Gallery. The challenge we were facing at that time was huge: presenting the work of fourteen Québécois artists, with different viewpoints and approaches to Jewellery design, and raising their awareness of US market issues and gaining the strategies to approach these issues.

Lilian Raji's response to resolving our challenges was very insightful, well thought out and thorough. In addition to putting together an aggressive public relations campaign to raise awareness for the exhibition featuring all fourteen Quebecois artists, she also coordinated a great panel session with high profile speakers, who were very effective in educating the artists on what they need to do to succeed in the US. The artists received pertinent and helpful information and they are all looking forward to a chance to work with Ms. Raji again.

Most of all, Ms. Raji is efficient, professional and dedicated. The energy and time she put into understanding our needs, our reality and our challenges made the strategy she put together productive and helpful.



Jean-François Houli
Director - Cultural Services

Québec Government Office, New York

Québec 

MATHON
P A R I S

When we decided to make an entrance into the US market, The Lilian Raji Agency was recommended to us first by the French Trade Commission. Lilian and her team were invaluable in helping us understand the US customer while advising us on the best tactics to make our presence known. With Lilian's help, we were named a finalist in National Jeweler's Colored Stones Award while also being a contender for Best New Jewelry during the Couture Show. We've been featured in publications from Robb Report to The New York Times, and have valued our relationship with The Lilian Raji Agency.

Danielle Navarro
International Sales Manager
Mathon Paris

 THE LILIAN RAJI AGENCY

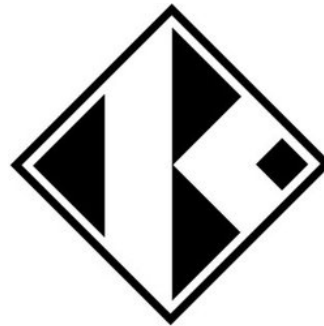
WE'VE WORKED WITH...



A A R O N
F A B E R
G A L L E R Y



FRANCO GIACCARI



The Jewelry Artists of Quebec exhibition at the Aaron Faber Gallery, New York, was a real success. This was an extremely well-planned event, thanks to the Lilian Raji Agency. The catalogue was fabulously designed, as were the amazing website and promotional tools. The media response to the PR work was excellent, as was the organization of the VIP cocktail events, seminars, professional meetings, and the opening. Everything was meticulously planned and carried out perfectly. I was extremely grateful for and impressed by the expertise I witnessed and the generous feedback from the exhibition. It really went beyond anything I could have expected, and I would like to thank the Lilian Raji Agency for its dedication, goodwill, and professionalism. I truly believe that the services provided by Lilian Raji were exceptional, and I would not hesitate to recommend her to anyone.

Claudio Pino
Designer
Pino Fine Art Jewellery



PINO
FINE ART JEWELLERY

...AND MORE



We hired Lilian Raji when one aspect of our sponsorship of UNICEF's Designs of Hope was falling short of projection – our raffle ticket sales. With only six weeks before deadline, Lilian executed an aggressive, strategic marketing plan that catapulted raffle ticket sales from just under \$1,000 to over \$12,000. Her creativity and innate understanding of marketing challenges helped us succeed in an area we're we had almost given up hope.

Autumn Murray
InterContinental Hotels Group
Senior Community Affairs Director



I met Lilian Raji at a conference where she was being honored as International Emerging Leader of the Year, and subsequently hired her to manage media relations and launch for our new store opening in Atlanta. From beginning to end, Lilian and her team ensured everything was done correctly – from coming in under budget for the launch coordination, to ensuring premium media presence, to voluntarily preparing an ROI statement that validated our decision to hire her company.

Trenesa Danuser
VP of Global Communications and Strategic Alliances
The Estee Lauder Companies, Origins and Ojon

WE'VE DONE...





For Luxury Watch Buyers, One Just Isn't Enough

By Jill
Fashion & Style

Photo



Starting with his grandfather's 1930s Cartier watch, a gift from an aunt when he graduated from high school, Alexander Cartier has gone on to amass a collection of nearly three dozen timepieces. Credit: Christian Cartier for The New York Times

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That's all, the Top Gun Big Pilot perpetual calendar watch is no thing of great beauty. Produced by the prestigious Swiss manufacturer BVLGARI, it is a handsome but not extraordinary looking luxury watch, the owner of a solid steel case.

The true merit of this precious device is to be found on the inside, where its mechanical marvels reside. As its name may suggest, the Top Gun is a work of precision engineering, whose exquisite calibrations and gears are visible through a transparent sapphire crystal case back. The watch is a masterpiece of watchmaking, the result of every timepiece ever manufactured. That is, with each advance of a sweeping second hand, the thing is designed to measure its turning out.



Robb Report

May 24, 2009

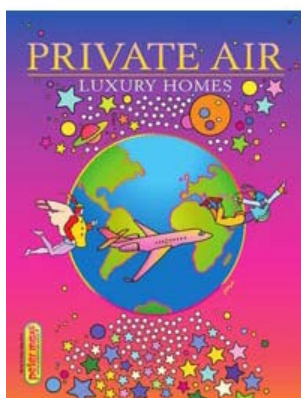
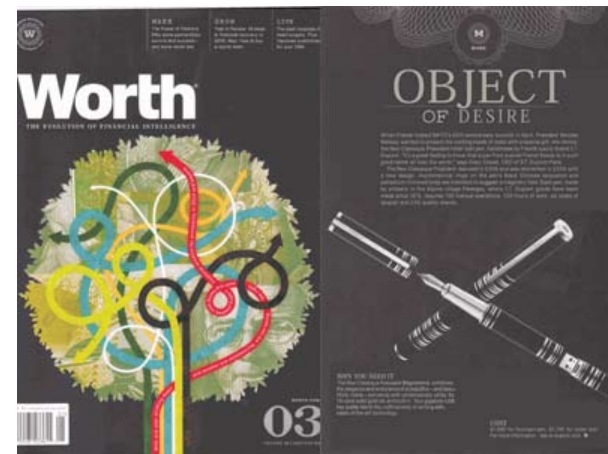
French Twist



Click image to enlarge

—Laurie Kahle Email Print Share

Though it recently debuted in the United States at Neiman Marcus, Mathon's jewelry-making legacy can be traced to Paris in 1931, when the atelier was founded in the Palais Royal neighborhood and started producing pieces for Parisian high society. Current CEO (and designer) Frédéric Mathon, whose designer father Roger Mathon purchased the business from his uncle in 1971, enchants white diamonds for colored gems including sapphires, green beryls, tsavorites, peridot, tourmalines, and opals. "No two opals are ever the same," he says. "Even the same opal looks different during the day or night." The striking opal ring, shown, is in a gold and diamond setting. The vibrant collection, priced from \$5,000 to as much as \$140,000, draws heavily on natural themes, including whimsical animal motifs that include beetles, dragonflies, frogs, and turtles, as well as more abstract themes all rendered in an array of colorful gems. (www.mathon-paris.com)



INTERNATIONAL STYLE

A Silent Partner Toiling for the Famous

In Paris, Jewelry Inspired by Storied Pieces

By FELICIA CRADDOCK NOV. 17, 2004

The New York Times



PARIS — Last month, as he looked through a small cardboard suitcase containing his father's silver models, Frédéric Mathon, the head of the jewelry firm Mathon Paris, saw potential in some classic designs.

"We could develop a new line with these — in gold," he said. He recovered a wide-eyed doe and a clownfish-looking crocodile from the suitcase — one models of brooches for some of the most renowned jewelry houses of the 20th century — and added them to the series menagerie appearing before him.

...AND MORE



CAN WE DO WHAT YOU NEED?

The short answer is maybe. We won't know for certain until we've talked and explored your strategic planning challenges.

For the most part, we prefer partnering with luxury brands. Our definition of luxury is not exclusive to price point, although we've worked with a fair number of companies traditionally considered luxury.

We like companies that produce impeccably made products, with close attention to detail and craftsmanship, and companies where exceptional service to every single customer is the standard. We want to know we're telling the truth when we tell press, influencers and potential customers your products will last a lifetime; or when we tell the same group of people that their experience with your company will be so extraordinary, they will be convinced your team mistook them for royalty.

This is the very minimum we require of the companies with which we work. If you agree our minimum is the only way to do business, then yes, perhaps we can do what you need.

HOW TO WORK WITH US

YOU NEED US A LITTLE

We're happy to help you on a short term project, with a finite date and a core list of deliverables. This can be a new product launch requiring Media Relations and Social Media support or for one or more Event Management projects throughout the country. It can also be for a project idea that you haven't fully fleshed out, and would like us to develop the PR strategy.

YOU NEED US A LOT

You can also engage us for the long term, as we serve as a virtual marketing department, creating and guiding a business strategy that encourages consumer preference for your company. We've done this for small companies as well as international companies who need a U.S. presence.

We'll design a program incorporating any or all of our core services, ensuring the mandates of your sales strategy, service and product development teams are given important consideration in our strategic planning. As we execute the program and make adjustments as necessary, we maintain active communication with each of your teams, providing customer insight and discovery that helps them make informed decisions.





YOU ONLY NEED OUR KNOWLEDGE

We're also available to you for strategic planning, development and consulting only. Under an NDA, you share your problems; we conduct our own in-depth research; we then come back to you with our discovery, recommendations, and meticulously detailed instructions on how your team can execute these problem solving strategies. At your request, we will train your team to ensure they understand what is required. We remain on standby to answer any questions that come up along the way.

YOU NEED TO UNDERSTAND MARKETING AND PR IN THE U.S.

While our services are exclusive to within the United States, our clients are not.

We have established relationships with the French Embassy Trade Commission, Quebec Government Delegation, Swiss Trade and Investment, and U.K. Trade and Investment, who turn to us when their countrymen need to understand marketing to U.S. customers.

We've consulted for companies based in Quebec, Brazil, United Kingdom, Switzerland, Poland, France, Germany, Italy, Israel, Lebanon, Russia, China and Japan. And we've served as U.S. based marketing divisions for several of these companies.

We're happy to do the same for you.

WHAT ELSE YOU SHOULD KNOW

We believe in taking the road less travelled because innovation is rarely found in the tried and true.

We believe a solution can always be found once you alter your perception of the problem.

We believe receiving a rejection is just the first step.

We believe success cannot be achieved without hard work. PERIOD.

We believe in not wasting money.

We believe the cheapest is not always the best; yet the finest, regardless of high or low cost, will always prove its worth.

We believe if you're quiet and listen, people will tell you everything you need to know about them. And subsequently, how you can help them.

We believe when clients put their faith in us to help them resolve a problem, we are obligated to not let them down.





We at The Lilian Raji Agency learned many years ago that selling luxury is far different than selling all other kinds. While many will speak of exclusivity and high prices to justify a luxury brand, we believe what actually sells a luxury product is the emotional connection the luxury buyer has with the brand.

Our obligation to you is to help you fully engage luxury buyers, creating the emotional connection that generates loyalty to your company. Our objective is to create an attractive brand image that transforms one time sales into multiple purchases throughout many, many years by devoted customers.

Our expertise lies at the intersection of where sales, marketing and public relations meet.

It's where our insight helps you sell more to luxury buyers.

Learn more at <http://lilianraji.agency>