

Subj: Celebrate Paris Fashion Week with new Disney and Chanel collection

Role: PR representative for Walt Disney Co.

Reporter and publication: Christi Ashby at Orange Appeal

Dear Christi Ashby:

Disney and Chanel have partnered together to launch an exclusive fashion collection on March 9, just in time for Paris Fashion Week. It'll only be available for a limited time in Disney World and Disneyland theme parks, helping incorporate Disney into people's own personal style. The collaboration also focuses on eco-friendliness and fashion-centered sustainability. That's why many of the products come from 85% recycled material. The Walt Disney Company Foundation will also receive 15% of the profit to address sustainability in the fashion industry.

Sharing one-of-a-kind pieces to reflect personal taste is a central part of your work in Orange Appeal. Readers in Central Florida find your distinctive input and attention to detail very valuable. I think your readers would enjoy learning more about our collection and how we help people integrate Disney into their own self-expression.

If you're interested, I can offer you a soft opening of the collection to view the products before they're released. I can also provide you the contact information of Nerissa Orman, the collection creator, for any questions or interview requests. I've attached some links below regarding other fashion collaborations Disney has done in the past with other fashion brands. Hopefully, it can be a great resource for understanding our history with couture.

Please let me know by this Friday if you're interested. Since this collection is only available for a limited time, we appreciate your prompt response. I look forward to hearing from you!

<https://www.crfashionbook.com/fashion/g25379306/disney-designer-collaborations-fashion/?slide=1>

<https://www.highsnobiety.com/p/disney-vans-a-bathing-ape-collaborations/>

Kindly,
Claudia Caballero