

Butter Knife PR to manage communications for Cotton On Group

The Cotton On Group PR account has been awarded to Cape Town based agency, Butter Knife PR. The agency has been appointed to manage the communications for the Cotton On Group, which include various brands under the portfolio, such as Cotton On Kids, Cotton On Body and Typo. In addition, Butter Knife PR have been assigned to provide strategic PR support for the renowned Australian retail giant's new store launches across South Africa and to assist in educating local consumers on the various brands.

Butter Knife PR was formed in March 2013 and has since secured clients such as Glenfiddich, Grant's, Hendrick's Gin, iFix, Nelson Glass and Mirrors, Women24.com and The Balvenie.

Cotton On Group has successfully launched various exciting brands, those in South Africa include Cotton On, Cotton On Kids, Cotton On Body and Rubi Shoes. In addition to their apparel brands, Cotton On Group created Typo, a brand delivering all things fun and creative from quirky stationary to unique decor products.

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