

New U.S. Platform Launches Showcasing Curated Designers From Baltic Countries with Exclusive Items

A PR firm launches a PR platform for hand selected designers from the Baltic countries, to feature, promote and build brand awareness in the US market

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July 18th, 2016 Los Angeles CA. Boutique PR company [VilteCo](#) launches a first of its kind platform for Baltic designers and artists - [Baltic Collective](#). Focusing on the small countries of the Baltics, Baltic Collective not only markets the brands to US consumers but also offers a few curated and exclusive items for purchase.

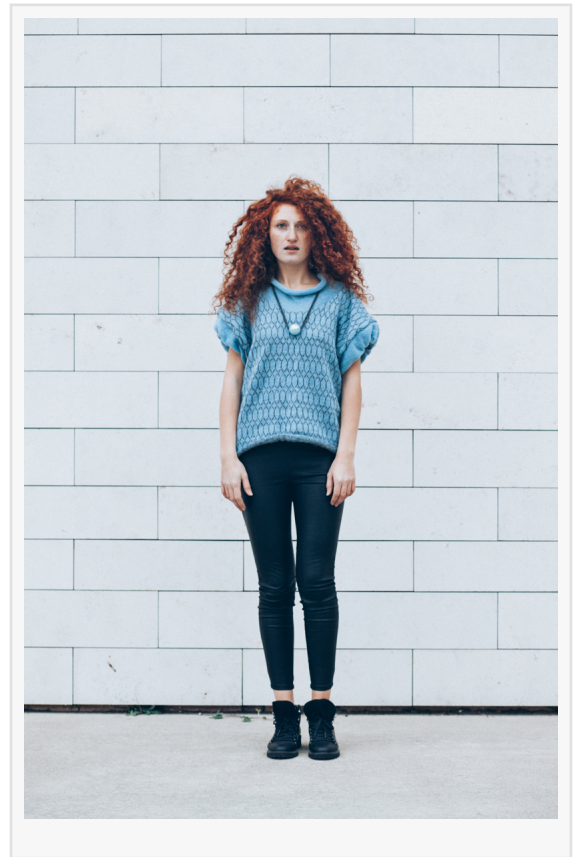
After years of admiring designers and artists from countries like Lithuania, founder Vilte Rooney has built a place to give Eastern European creators a space to introduce themselves to the American market.

"We want to share the amazing gems that otherwise might not be noticed by US consumers. It's about building a Collective for hand selected artists and offer them various opportunities to reach an audience that is not organically

available to them", says Rooney. Still to come on the platform is customized content and new ways to share designer stories.

Countries like Lithuania and Latvia have only 2-3 million inhabitants. They are small countries with deep and rich history of perseverance and patriotism but often than not go unnoticed in large markets like United States. Both capitol cities organize their Fashion Week events and the talent pool of creative minds grows each season. In today's world, consumers crave unique and never before seen items to stand out among the fast fashion crowd and that is exactly what Baltic Collective provides.

Currently on showcase are designers Ruke, Apoteca and 2ru2ra from Lithuania as well as LIENE LINKE from Latvia who has designed an exclusive piece just for Baltic Collective. From handmade knits, colorful silks to artistic sketchy prints and bold one of a kind designs, each collection offers a unique piece of culture and shares a vision of global fashion artistry.





Vilte Rooney
Baltic Collective
6264223349
email us here

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