

# Alias Creative Debuts PR Division, The Final Piece in Its 360° Brand Partnership Model

*Boutique agency expands into public relations, uniting creative, strategy, and communications under one roof*

CHICAGO, IL, UNITED STATES, October 10, 2025 /EINPresswire.com/ -- Alias Creative, the boutique agency known for brand strategy, campaign development, and cultural storytelling, has officially launched a dedicated Public Relations division, expanding its capabilities to include earned media, founder positioning, and full-spectrum visibility services for brands ready to lead.

With deep roots in hospitality, lifestyle, and founder-led ventures, Alias Creative is now helping clients shape public perception with the same precision and intention it brings to content and creativity.



The PR arm closes the gap between brand presence and press presence, ensuring clients are not only seen but also seen by the right people at the right time.

"Great brands don't chase attention. They create moments worth talking about," says Clayton de la Chapelle, Co-Founder of Alias Creative. "Our strength has always been in building real relationships with our clients and translating that connection into powerful storytelling. Now, we're focused on scaling that impact and expanding their reach."

A 360° CREATIVE & COMMUNICATIONS PARTNER

This expansion positions Alias as a full-scope, end-to-end partner, integrating strategy, design, content, and PR into one cohesive program. Clients gain:

- >> Total alignment across brand touchpoints, with a single narrative threaded through creative, social, and earned media.
- >> Built-in cross-promotion between service areas to maximize every launch, activation, and seasonal campaign.
- >> Operational efficiency, including preferred partner pricing, one team and timeline, and seamless collaboration across solutions.
- >> Clearer measurement, with unified planning, reporting, and ROI across channels.

Alias PR offers editorial placement, launch strategy, media messaging, and narrative consulting for clients across hospitality, design, real estate, wellness, and cultural sectors.

Whether it's a new hotel concept, an experiential campaign, or a founder with a message, Alias brings the insight, polish, and relationships to make it headline-worthy.

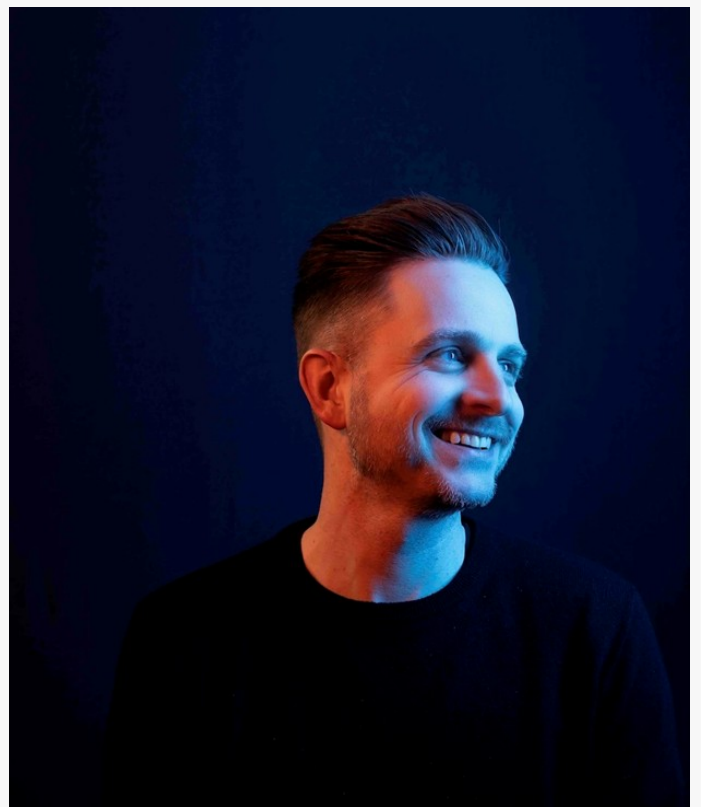
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By integrating PR...Alias [has become] a true end-to-end partner, helping brands define who they are, elevate how they're seen, and connect deeply with the audiences that matter most.”

*Linh Thanh Pham*

This expansion also marks a significant milestone in Alias Creative's evolution into a fully integrated creative and communications studio, where strategy, design, content, and now PR live under one roof.

For clients, this means faster alignment, clearer storytelling, and a single trusted partner from concept through execution to coverage.



Clayton de la Chapelle, Co-Founder of Alias Creative

## DEPTH of PR EXPERTISE

Alias' PR brings 25+ years of communications experience spanning luxury and lifestyle hospitality, private member clubs, and celebrated culinary institutions. This includes work with

award-winning chefs and events, 5-star hotels and venues, and industry-leading brands.

The team's editors-eye approach and sector fluency help brands earn coverage that's both culturally relevant and commercially effective.

#### WHAT THIS MEANS FOR HOSPITALITY LEADERS

For hotel general managers, asset managers, and sales and marketing executives, Alias PR offers a strategic layer of earned visibility designed to drive revenue, elevate brand reputation, and support occupancy and group sales goals.

Whether launching a new concept, repositioning after renovation, or securing seasonal buzz for F&B and experience programming, Alias ensures every story is aligned, intentional, and media-ready without the complexity of managing multiple agency partners.

This new division truly positions Alias as your one-stop Digital Marketing and Public Relations partner.

#### A STRATEGIC ADDITION BACKED BY INDUSTRY EXPERIENCE

Alias PR is powered by senior-level practitioners with deep experience in media, editorial strategy, and brand storytelling. Clients benefit from the insight and fluency of seasoned communications professionals who understand how to shape narratives that land.

Our PR division brings more than two decades of experience to every engagement, leveraging a strategic PR approach built to resonate with publications where design, hospitality, and lifestyle intersect. This includes outlets like Condé Nast Traveler, Forbes, Architectural Digest, and Eater.

By guiding the full story arc, from creative concept through editorial execution, Alias delivers visibility that is stronger, faster, and more strategically aligned.

#### PR OFFERINGS TAILORED FOR HOSPITALITY, LIFESTYLE & FOUNDER-LED BRANDS



Linh Thanh Pham, Co-Founder of Alias Creative

>> Media Relations & Editorial Pitching: Alias PR reaches out to national, regional, and local press across print, digital, and broadcast. Pitches align with editorial calendars, current trends, and brand relevance.

>> Press Campaigns & Brand Launches: Alias PR offers strategic visibility support for openings, rebrands, seasonal campaigns, and new offerings.

>> Executive & Founder Thought Leadership: Profile pitching, byline development, and positioning for key brand voices is another facet of Alias PR.

>> Messaging & Narrative Development: Alias PR crafts press kits, brand stories, and messaging frameworks tailored for media and public consumption. >> Influencer Management & Collaborations & Strategic Brand Partnerships: Alias PR curates partnerships with creators and aligned brands to drive awareness and engagement. >> Grand Opening Event Management, Event PR & Press Previews: Alias PR devises strategy and delivers coverage support for hospitality launches, activations, and seasonal experiences.

>> Crisis & Reputation Management & Perception Strategy: Alias PR orchestrates proactive narrative control, brand sentiment monitoring, and ongoing media alignment.

>> Media Training & Interview Prep: Alias PR provides coaching for executives, GMs & spokespeople to show up confidently across media.

>> Awards & List Submissions: Alias PR spearheads research and submission support for industry awards & editorial recognition opportunities.

"In today's media landscape, visibility without intention is just noise," said De La Chapelle. "Our mission is to bring focus, elevation, and precision to the PR process. With this addition, we've built a single destination for brands ready to align identity, experience, and exposure in a cohesive way."

Linh Thanh Pham, Alias Creative Co-Founder and former luxury hospitality executive, added, "Our PR team brings more than 25 years of experience representing leading brands across the hospitality and culinary industries, including luxury hotels, private membership clubs, Michelin-starred and James Beard Award-winning chefs, dining institutions, and major culinary events. That expertise allows us to craft stories that resonate, build authority, and capture attention in meaningful ways. By integrating PR with our full creative services, Alias becomes a true end-to-end partner, helping brands define who they are, elevate how they're seen, and connect deeply with the audiences that matter most."

## ABOUT ALIAS CREATIVE

Alias Creative partners with forward-thinking hotels, developers, creatives, and founders, helping them build not just visibility but resonance. Alias PR cements the firm's position as a true 360-

degree brand studio, aligning the message, the moment, and the medium. To explore options for an upcoming campaign, launch, or narrative shift, contact Alias PR.

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