



*Amity School Of Communication
Presents,*

Guest lecture: Luxury Branding Strategies In PR



**Dr. Zakia Tasmin
Rahman**

*Assistant Professor
ASCO
(Faculty Coordinator)*



Ms. Jesicaa Singh

*Founder/CEO
Stanley Communications
(Guest Speaker)*



**Ms. Kritika
Kaushik**

*Media Head
Stanley Communications
(Moderator)*

Luxury Branding Strategies in PR

The intricacies of luxury branding strategies in the domain of Public Relations will be unravelled, shedding light on the delicate balance between exclusivity and accessibility, authenticity, and aspiration. Join the lecture as the speaker will delve into the artistry behind crafting compelling narratives, cultivating desirability, and nurturing enduring relationships with discerning clientele.

Friday, 2: 30 PM

16th Feb 2024

**K2, 5th Floor, Room
No. 511**