SÜK Workwear



Prelude

A radical and ethical new clothing label, SÜK Workwear was founded by Mimsoa Schmit after she spent her twenties labouring in male dominated industries on building sites, farms and longhaul ships. Having worked in chaffing overalls and uncomfortable work shirts for too long, she set her sights on designing workwear to empower all workers, championing the feminine figure.

In 2019, Mkt. was engaged by SÜK on a short-term project basis to launch the label and its garments; boilers, overalls, pants, shorts and tops. As the brand's PR partner Mkt. executed the campaign using traditional PR activity to generative positive media coverage and raise awareness for the new range, as well as the founder's profile.

Stories told

Mkt. supported the launch by generating positive media coverage across a variety of channels and verticals. Central to this activity was educating consumers on the strong ethics of the brand and core ethos of celebrating all workers as worthy, no matter their gender.

Mkt. crafted a story bank of ideas across national, metro, business, broadcast, women in business, fashion, sustainability and lifestyle media, as well as general news, to achieve cut through.

Headlines we secured included:

- SÜK: the Aussie label throwing a spanner in the works(wear)
- Durable designs fit the build
- Boilersuits made for busts: the new, affordable Melbourne label challenging traditional workwear
- Women's workwear now exists for those female getting it done
- Online ethically-made workwear label, SUK Workwear, has just launched its new collection

Happily Ever After:

- Leading with a print exclusive, Mkt. was successful in securing a page 8 feature in the Herald Sun to launch the new label
- Metro, online and broadcast stories followed across fashion, lifestyle and business media with over 9,807,000 people reading or hearing our stories
- Mkt. strategically utilised founder Mimosa Schmit in media stories to achieve the key objective of hero-ing the brand ethos and sentiment in PR



Women's Workwear Now Exists For Those Females Getting It Done

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Having worked in overalls and accomfunable work shirts for two long, she wither rights on designing workweer that empowers all workers, champlosing the lentition figure and IEE Workweer was love.

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