



## Lippin pairing brands with Hollywood

Entertainment public relations and marketing firm the Lippin Group has created a new unit to link corporate brands with entertainment industry events and celebrities. With headquarters in Los Angeles, the new Brand to Hollywood unit is being spearheaded by executive vp Jennifer Price and senior account executive Alex Lippin. "The establishment of the Brand to Hollywood unit was in recognition of the need to expand client services and make them more relevant to today's world," said Dick Lippin, chairman and CEO. The current Brand to Hollywood client roster includes Architectural Digest, Marc Anthony hair products, Hearts on Fire diamonds, Victoria's Secret beauty products, Platinum Guild, Strivectin high-end skin care and PearlParadise.com.