

KOKET

LOVE HAPPENS

BETTER THE BALANCE,
BETTER THE WORLD

FOR IMMEDIATE RELEASE

Women Empowerment and
#BalanceforBetter
KOKET Style

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KOKET and Founder **Janet Morais** Empower In The Workplace, Through Design & Content, and With New Intern/Mentorship Program

March, 2019 - The month of March has many meanings. Spring is nearing, quarter one is closing, fashion season has ended, the Architectural Digest Design Show hits NYC and we extra love March because it's Women's History Month! At the heart of the luxury decor brand KOKET, fueled by founder and CEO Janet Morais, is a desire to empower and inspire women around the globe. We, of course, love men and wholeheartedly stand behind the belief that gender balance or #BalanceforBetter (the International Women's Day 2019 theme) is the ultimate goal, but we are not there yet so the battle for equality reigns on.

Janet is consistently looking for ways to empower her team and beyond. As a woman who has worked her way to the top of the luxury design industry, Janet understands what it means first-hand to be doubted or disregarded based on gender. A powerful, confident and passionate leader, Janet is an avid-mentor to her employees, always looking to help them be the best versions of themselves.

In 2018, Janet decided to take action and formalize her love of mentoring. So coupled with her desire to give back to the creative industry she established the KOKET-Love Happens Intern/Mentorship program (KKLh). A program designed to empower and inspire young minds.

Open to men and women alike, the KKLh internship is unlike most traditional internship programs where fetching coffee and mailing packages are top priorities. Yes, on occasion interns help with such menial tasks. But at KOKET everyone takes on such responsibilities. From the top executives to part-time assistants the KOKET team is all-hands-on-deck all the time.

KKLh was not built to create a team of administrative assistants. Instead, it is structured to inspire and educate young minds about the industry that Janet is so deeply passionate about. It is designed to give back to the design community and nurture the talent of tomorrow.

During the program, the interns are tasked with a real-life creative challenge - to design a chair for the KOKET collection. The first class of KKLh interns designed an elegant curved chair which they fittingly named Bloom. After showcasing it at the London-based trade show Decorex in September 2018, the chair became an instant success. All profits from Bloom go directly to the internship program to help fund the next class, who in turn will be given a similar creative task.

To learn more about the KOKET-Love Happens Intern/Mentorship program email Natalia Vilaca at natalia@bykoket.com.



lh MAG **INTERNSHIP PROGRAM**

#BALANCEFORBETTER

KOKET - The brand

Daring design aesthetic, high impact shows, lavish presentations and the notoriously risqué ad campaigns, have an uncanny way of conveying KOKET's mission which is to create highly desirable empowering statement pieces.

The innate desire to seduce and entice its devotees is perfectly illustrated in the brand's Guilty Pleasures & Exotic Opulence Collections. Composed of dramatic casegoods, luscious upholstery, exquisite lighting and decadent furs; all of which mesmerize with their magical mineral medley, lux metallics, vibrant jewel tones and exotic feathers.

Since its inception in 2010, the U.S. based luxury brand's savoir faire has been intoxicating. The line is manufactured by master artisans and jewelers who leave no detail or element forgotten. KOKET's principal designers are a group of exceptionally artistic and well-rounded product designers who are led by Founder & CEO Janet Morais' creative eye and almost fanatic drive for perfection. The brand is managed by an elite staff of highly skilled individuals who strive to create moments of design seduction while seamlessly selling the collection worldwide through a selective network of interior designers and luxury retail stores. The darling of the furniture industry carries an admirable list of accolades in the film industry, major international retail projects, top world hotels and hundreds of publications in the most renowned shelter and luxury publications.

Loyal followers and newfound lovers of KOKET should be sure to check out the display at Architectural Digest Design Show in New York in stand 501 from March 22 - 25, 2018 for new pieces, classic styles and to pick up a copy of the premier issue of Love Happens magazine!

KKLh Internship/Mentorship

The KOKET-Love Happens Intern/Mentorship program provides interior design students and recent graduates with a one-of-a-kind, engaging, and multi-faceted experience in the interior design and furnishings industry.

As a luxury product brand, interior design service provider, and magazine publisher, KOKET offers a dynamic learning environment in which aspiring designers are immersed in every element of the industry. Interns are mentored one-on-one by KOKET department heads while learning creative and technical skills through hands-on experiences in four key focus areas: Interior design/product design; Graphic design for the luxury industry, Editorial Customer communication, magazine publishing, and blogs; and Luxury marketing and sales.

Upon successful completion of the program, interns receive a formal letter of recommendation, applicable school credit, and exclusive access to future employment opportunities from KOKET's network of luxury brand partners.

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