



FOR IMMEDIATE RELEASE
June 13th, 2005

For Information Contact: Jackie Chafe
908-281-3833x103

Partnership on the Rise for Future
Visionary Strategies and Creative Priority Join Forces

PRINCETON, Nj—On the heels of last month’s strategic partnership with Walter Wilhelm Associates, Visionary Strategies a division of William D’Arienzo Associates, is pleased to formally announce its second alliance partnership with Creative Priority, a full service creative agency located in New York City.

Both companies have worked together in the past on initiatives such as the Carlos Santana Lifestylebrand.

“Creative Priority is a highly creative and strategically focused company,” said Kathie DeChirico, CEO of Visionary Strategies voicing her delight with the relationship and adds: “All of our mutual initiatives are well integrated for reaching the target market for the brands that we are currently working on. This relationship is a win-win for the fashion industry.

Visionary Strategies, a Princeton-based Branding and Licensing Company for the fashion industry, continues to expand its roster of expertise through inherent partnership alliances, by bringing opportunities to the company’s current roster of clients.

Dana Farbo, principal of Creative Priority, sees the effectiveness of this partnership within the industry. “I know the integration of both of our companies will be very beneficial to the future of the apparel industry,” said Farbo. “With Visionary’s team focused on strategic brand management, our innovative ideas, and their fashion experience, it will be a very busy future for us.

For more information on future marketing initiatives, you may visit our website at www.visionarymms.com.

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“Brand Architects: Building Empowerment through Partnership”
Visionary at the Carriage House, 88 Orchard Road, Skillman, NJ 08558
908-281-3833, 908-281-3834 (fax)
www.visionarymms.com email: info@visionarymms.com