



## ROYAL SPIRIT GROUP

Press Release

For Immediate Release

### **Michelle Wong Appointed Public Relations Manager**

Hong Kong 4 June, 2018 – Royal Spirit announces the appointment of Michelle Wong as Public Relations Manager, effective 4 June 2018.

Michelle Wong has worked in the fashion industry with leading International designer brands such as Ellery, Chalayan, and Alexis Mabille to name a few. Michelle's focus has been in PR with her main achievements, cultivating and maintaining relations with key media through strategic communication. Working with around 15 or more brands at a time, she explored and identified appropriate media targets for different PR communications. She has participated in Paris Fashion Week and marketing events both across Hong Kong & China. She has worked closely with KOLs, celebrities & fashion stylists to gain exposure and awareness for brands.

#### ***About Michelle Wong***

Michelle Wong started her PR & Marketing journey at KEE Club one of the most exclusive member's clubs in Hong Kong. Her passion of fashion lead her to join one of Asia's most renowned fashion bureaus, specializing in the strategic distribution and placement of disrupting brands across Asia. After this Michelle moved to "Eight Partnership" an award-winning global branding and design firm.

#### ***About Royal Spirit Group***

For more details, Please visit [www.royalspiritgroup.com](http://www.royalspiritgroup.com)