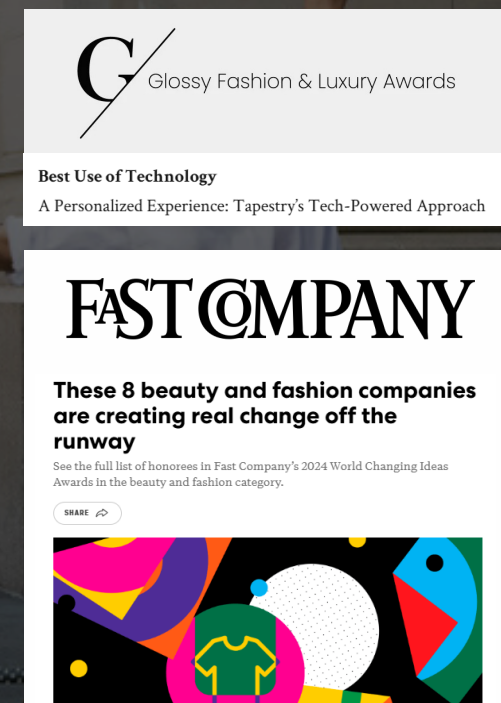
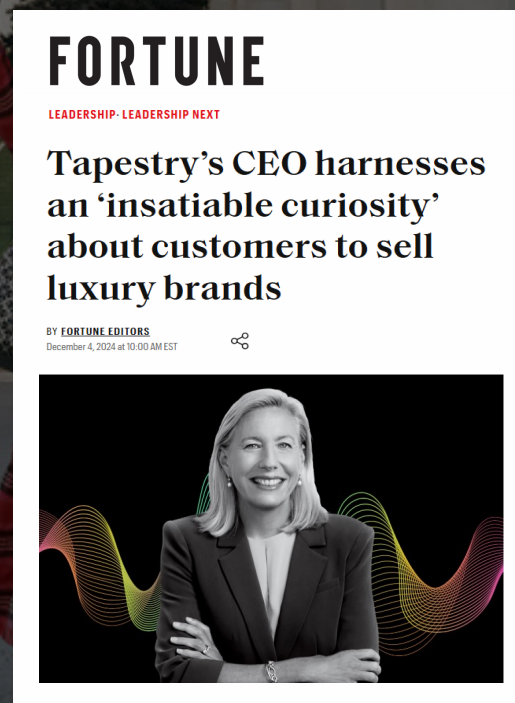
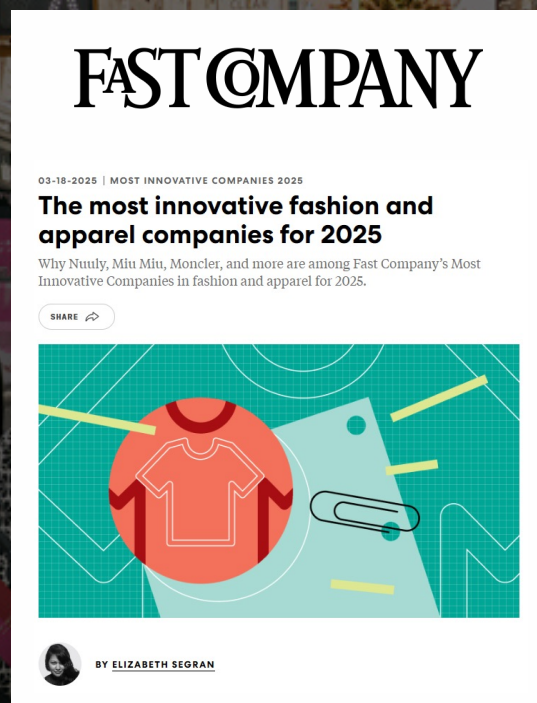
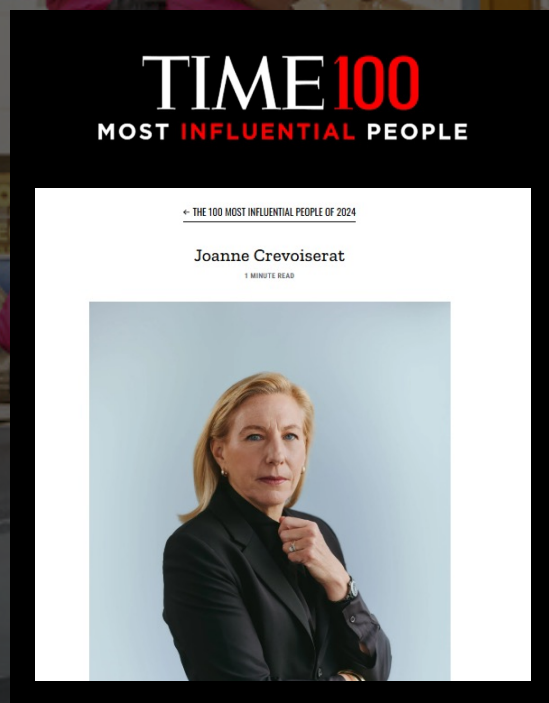


# Elevating Fashion Tycoon Tapestry in a Transformative Year



During a pivotal year marked by acquisitions and portfolio restructuring, Golin's strategic communications approach positioned Tapestry's CEO and brands at the forefront of industry-leading events and awards. CEO Joanne Crevoiserat was featured in 11 top-tier media outlets across business, fashion, and lifestyle sectors. Tapestry earned finalist honors in two prestigious Fast Company award programs and won a Glossy Fashion & Luxury Award. This meticulously crafted executive visibility program not only amplified Tapestry's voice but also fortified its market position and enhanced brand reputation. While competitors faced uncertain economic conditions, Golin's expert counsel enabled Tapestry to navigate these challenges with confidence, resulting in expanded market share and strengthened stakeholder trust in Q2 FY25.