

CHARLOTTE SIMONE

FOR IMMEDIATE RELEASE

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Charlotte Simone Drops News Winter Collection that Redefines the Puffer Coat

LONDON, U.K., (Nov. 25, 2022) – Charlotte Beechman, Founder and Creative Director of Charlotte Simone, announces its latest Limited Edition Winter Drop which redefines the puffer jacket. Beechman is putting a twist on their most popular Penny coat, the Lulu Afghan coat, by using a puffer material and faux fur on the trims. The Puffer Penny coat will be available on their website on Dec. 1, 2022. Charlotte Simone is invested in sourcing ethical and sustainably sourced materials from local artisans around the London area.

The new collection features candy-colored pastels and intricately lined puffer material as the base. Beechman likes to call her latest drop “Puffs” which are made from recycled polyester and repurposed down patch pockets to cinch one’s waist easily. “They were designed to make you smile and keep you warm,” says Beechman. Using its popular Lulu Afghan Coat as a base for inspiration, the “Puffs” will keep anyone from New York to London warm while staying true to statement pieces.

Charlotte Simone was reached through Instagram for comment about the inspiration for the new collection: “I get a lot of my inspiration from my grandmother, because she’s never afraid to make a statement through fashion.” Using pink, blue and green faux fur around the trims of the puffer coat makes a bold statement.

The Puffs have been a year in the making, and they planned to be released just in time for the Holidays. Go to www.CharlotteSimone.com on December 1st, 2022 at 1 p.m. PST.

About Charlotte Simone

Charlotte Beechman founded Charlotte Simone in 2016 as a freshman at New York University. It is located in LONDON, U.K., with a predominantly online store base. Charlotte Simone curates limited edition outerwear collections from faux fur penny coats to cropped jackets. All styles are produced in limited quantities and created using ethically sourced materials from local London artisans.

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To: Jamie Feldman

Subject: **Charlotte Simone Launches New Winter Collection that Redefines the Puffer Coat**

From: lhemp@uoregon.edu

Hello Ms. Feldman,

I have a story on a small business designing accessories and outerwear, Charlotte Simone, and believe you are the perfect journalist for the story. This would be similar to your article on the “Don’t Worry Darling” Premier Outfits article, whose main star, Florence Pugh, has been seen multiple times fashioning Charlotte Simone’s most popular coats.

Charlotte Breechman, Founder and Creative Director of Charlotte Simone, launches a new winter collection that redefines a puffer jacket by mixing the styles of the swinging 60’s and the effortless style of Parisian women. The Lulu Afghan Coat remains its most popular coat inspired by the movie “Almost Famous”, with many loyal Instagram followers anticipating their latest drops.

Breechman started the brand in 2016 during her freshman year at New York University. She started creating accessories such as scarves and hats. As of 2020, Charlotte Simone has become popular for their Penny Coats worn by many celebrities such as Florence Pugh, Lila Moss, Miley Cyrus and Mariah Carey. However, the brand remains a hidden gem in the world of high fashion.

Charlotte Simone prides itself on its sustainably sourced practices. In 2016, the brand started using ethically sourced fur and has grown to source high-quality faux fur for all collections moving forward since 2020. Charlotte Simone curates limited edition drops sourced from local London artisans which supports local businesses and can reduce shipping impact. Charlotte Simone is launching its Winter Collection on December 1, 2022, just in time for the Holidays. Please contact me at (555) 543-555 for an interview with Breechman.

Best Regards,

Lauren Hemp

PR Student at the University of Oregon