



CAPABILITIES
DECK



Williams
PUBLIC RELATIONS & EVENT MANAGEMENT GROUP

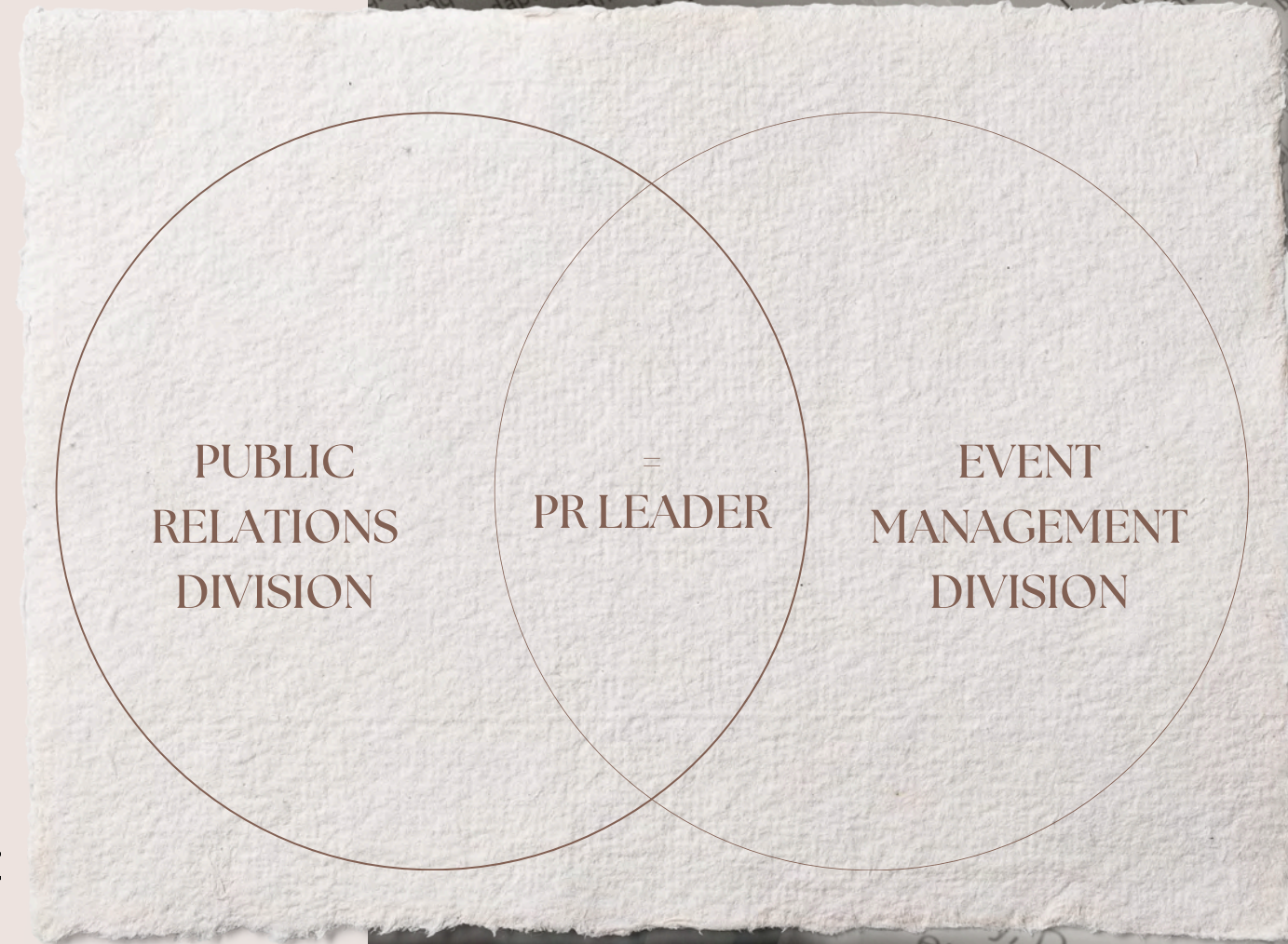
WHO WE ARE

At D. Williams Public Relations & Event Management, we specialize in crafting meaningful connections for beauty, fashion, lifestyle, cultural, and corporate brands, with a unique focus on multicultural audiences.

Our **Public Relations division** delivers culturally resonant & impactful strategies that enhance brand visibility and connect with multicultural audiences, fostering a strong, authentic presence that positively impacts industry share.

Our **Event Management division** curates unforgettable, consumer-facing experiences and targeted, cost-effective experiential events that deepen engagement, amplify brand recognition, and create lasting impressions.

Together, we provide innovative, results-driven solutions that position our clients as leaders in a competitive landscape.



THE TEAM

DWPR has a dedicated team and we pride ourselves on having a dynamic, skilled, and scalable team of industry professionals dedicated to delivering exceptional results. We have expanded our team to include seasoned experts in public relations, media relations, journalism, event production, and integrated brand services.

Our robust structure ensures a seamless approach to executing multifaceted campaigns, providing you with the confidence that every detail is handled with precision and creativity.

Our team includes PR account leads who oversee strategy and client communication, supported by a dedicated PR support team that drives day-to-day execution. The project manager ensures all timelines and deliverables are met with efficiency, while our event curators and event project managers bring our clients vision to life through immersive, high-impact experiences. Together, our collaborative approach ensures that every campaign and initiative is strategically aligned with our client's goals, executed flawlessly, and optimized for success.

Our employees are not just PR and event experts; they're trendsetters, strategists, and storytellers who understand the power of connection and authenticity.

DIONNE WILLIAMS



PR DIVISION



Isabella



Rebecca

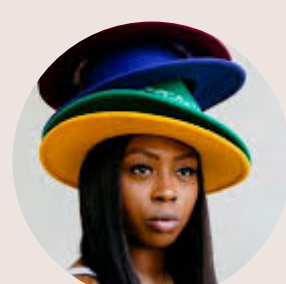


Sherese

EVENT DIVISION



Kylie



Ciara

Public Relations Division

From media outreach to reputation management, we craft PR strategies that amplify your brand's voice and keep you at the forefront of your industry. Our approach ensures that your story reaches the right audience in meaningful ways, building credibility and influence.



tgin Haircare

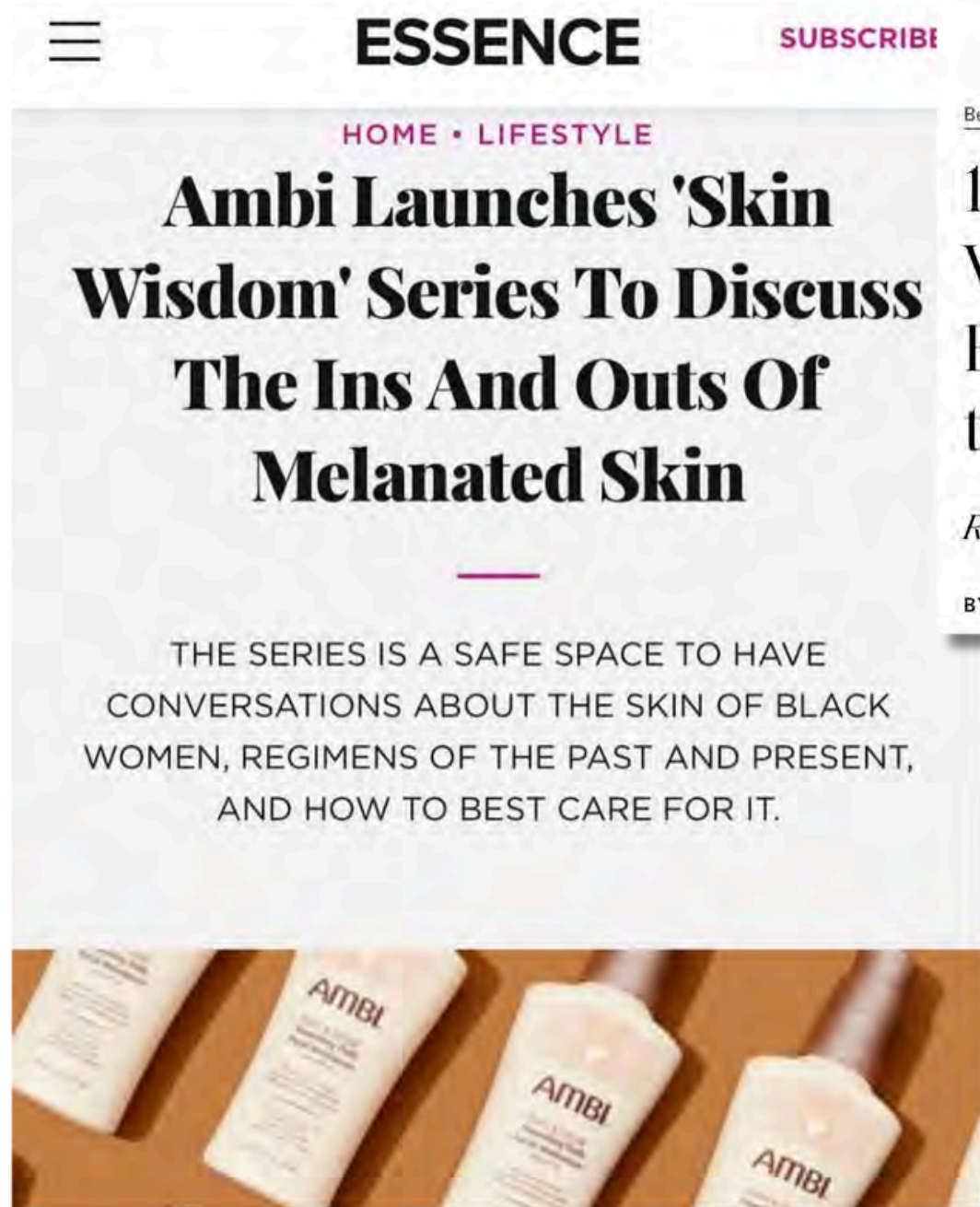


THE NEW NORM

Aris Singleton Talks Leading TGIN's Legacy and a New Era in Textured Haircare



Ambi Skincare




ESSENCE [SUBSCRIBE](#) FASHION BEAUTY CULTURE NEWS & VIEWS

HOME • LIFESTYLE

Ambi Launches 'Skin Wisdom' Series To Discuss The Ins And Outs Of Melanated Skin

THE SERIES IS A SAFE SPACE TO HAVE CONVERSATIONS ABOUT THE SKIN OF BLACK WOMEN, REGIMENS OF THE PAST AND PRESENT, AND HOW TO BEST CARE FOR IT.



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FASHION BEAUTY CULTURE NEWS & VIEWS

Beauty > Makeup & Skincare 2024

14 Best Drugstore Vitamin C Serums for Bright Skin, According to Experts

Radiant skin ahead.

BY [KATIE BEROHN](#) PUBLISHED: MAR 18, 2024



[SUBSCRIBE](#) **New York** [SIGN IN](#) 1/2

the Strategist

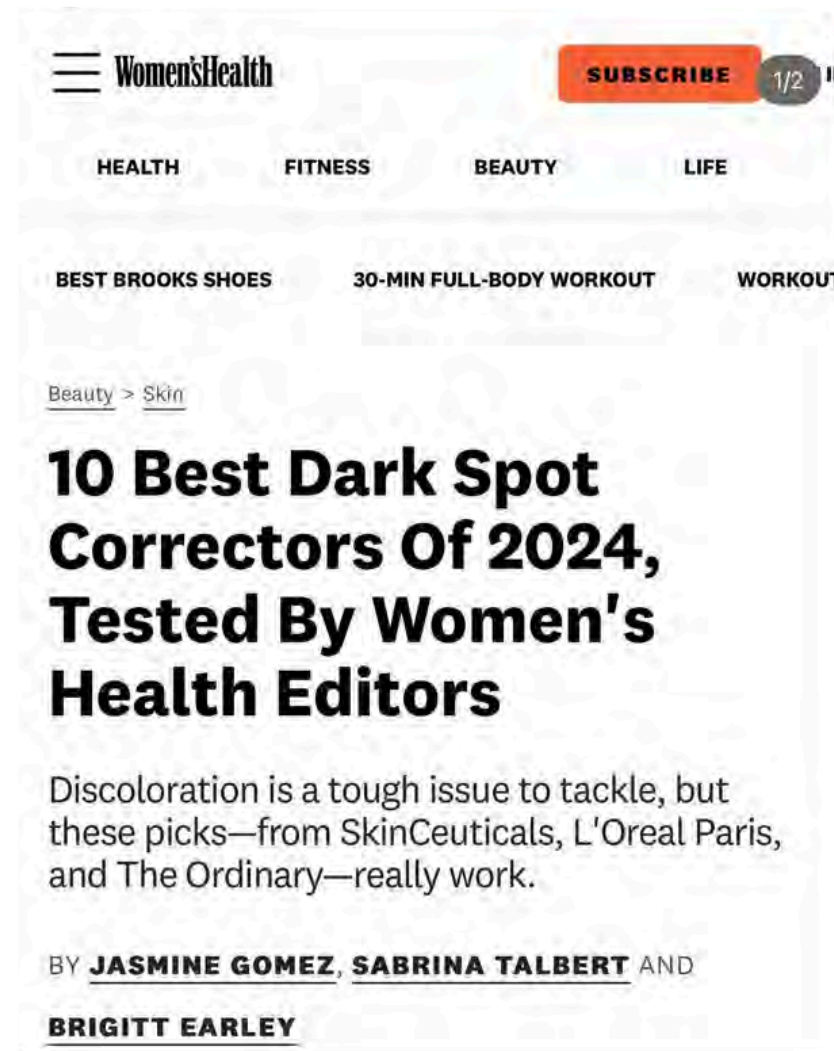
Gift Guides / Sales / Beauty / Home / Kitchen

Every product is independently selected by (obsessive) editors. Things you buy through our links may earn us a commission.

SKIN-CARE TREATMENTS | UPDATED MAR. 8, 2024

The 9 Very Best Products for Preventing and Fading Melasma Including sunscreens, serums, and a brightening treatment.

By Tembe Denton-Hurst, a writer at the



Women's Health [SUBSCRIBE](#) [SIGN IN](#) 1/2

HEALTH FITNESS BEAUTY LIFE

[BEST BROOKS SHOES](#) [30-MIN FULL-BODY WORKOUT](#) [WORKOUT](#)

Beauty > Skin

10 Best Dark Spot Correctors Of 2024, Tested By Women's Health Editors

Discoloration is a tough issue to tackle, but these picks—from SkinCeuticals, L'Oreal Paris, and The Ordinary—really work.

BY [JASMINE GOMEZ](#), [SABRINA TALBERT](#) AND [BRIGITT EARLEY](#)



29° CHICAGO'S VERY OWN **WGND** [LIVE](#)

AMBI SKINCARE **Ways To Treat Common Skincare Issues** DAYTIME CHICAGO

DAYTIME CHICAGO

Ways To Treat Common Skincare Issues

by: [Tonya Francisco](#), [Andrea Darlas](#)
Posted: Feb 16, 2024 / 10:54 AM CST
Updated: Feb 16, 2024 / 10:56 AM CST

@ambiskincare and @nurseronib

ORS HAIRCARE



BLACKDOCTOR.ORG
Spring Has Sprung: How to Dye Your Hair Like a Pro While at Home - BlackDoctor

"Wigs are trending period! By far the natural, body wave or the soft beach waves that does not need any heat application are most wanted; other popular styles are ponytails and bobs!"
 —DORLAND BASTI HAIRSTYLIST, ANGIE BIANZI OF STAR STUDIOS

As published in **BLACK HAIR STYLES AND CARE GUIDE™**

SOPHISTICATE'S BLACK HAIR STYLES AND CARE GUIDE™

TRESSED IN Lace
 Why Lace-Front Wigs Should Be On Your Style Radar

LET'S HOLD IT DOWN!
 We asked Chicago-based hair pro Andre Basso to tell us through the steps needed to keep your lace-front wig's just as smooth, "When styling your wig, always use heat protectant spray. Start with ORS Fix-It product for lace front wigs." Andre Basso, Check out the tutorial for wearing your own wig!

STEP 1 Prepare your natural hair by cleaning the scalp to remove any oils.
STEP 2 Cover the bottom with stocking cap. This helps flatten your hair and also creates a look of a wig underneath the wig.
STEP 3 Apply the ORS Olive Oil Fix-It Grip Gel around the perimeter of the hairline.
STEP 4 Blow dry the hairline, on a cool setting, to allow the Fix-It Grip Gel to dry fully.
STEP 5 For more luxury hold, apply a second layer of the Fix-It Grip Gel.
STEP 6 Finally, gently pull on your hairline. Ensure to adjust the wig to match hairline. Use the ORS Olive Oil Fix-It Super Hold Spray along hairline and blow dry a cool place. If you find your lace cap or wig isn't aligned with your hairline, use the Fix-It EquiLix Spray Gel to loosen the lace area of the wig and re-adjust for the best result. Style the wig as desired.
STEP 7 Styling tip: To add texture or waves to the wig, apply a small amount of the Fix-It So-Grown Crime Styler for definition and shine.

STEP 8 **ORS OLIVE OIL**
STEP 9 **ORS OLIVE OIL**
STEP 10 **ORS OLIVE OIL**
STEP 11 **ORS OLIVE OIL**

Why do you think protective styles, specifically wigs, are so popular today?
 "Wigs are a versatile beauty option for the versatility of the styles created. You can create a wide variety of styles without having to cut or damage your natural hair. They're lightweight, with an amazing look and feel. You can also use them to protect your hair from heat damage, sun damage, and dryness. They're also a great way to experiment with new colors and styles without committing to a permanent change."

How are modern lace-front wigs different?
 "Modern lace-front wigs are made with a more realistic hairline and are designed to look like natural hair. They are also made with a more durable material, so they can last longer and hold their shape better. They are also more comfortable to wear and are easier to style than traditional lace-front wigs."

Which lace-front wig styles are trending?
 "The most popular lace-front wig styles are body waves, soft beach waves, and straight styles. These styles are easy to wear and look like natural hair. They are also versatile and can be styled in many different ways."

What is the best way to prep your own hair for lace-front wig wearing?
 "The best way to prep your own hair for lace-front wig wearing is to wash and condition your hair thoroughly. You should also use a heat protectant spray and a styling product to help hold the wig in place. It's also important to make sure your hair is completely dry before you put on the wig."

Sophisticate's Black Hair

HYPE HAIR

NAVIGATION

SEARCH...

ORST™ Haircare Launches Relief Fund for Hair Professionals

EBONY BEAUTY & GROOMING AWARDS 2018

BEST IN HAIR

BEST SHAMPOO
 BRIOGEO DON'T DESPAIR, REPAIR SHAMPOO



EBONY

EBONY BEAUTY & GROOMING AWARDS 2018

HAIL QUEEN MARY
 WITH TWO OSCAR NODS and MULTIPLE PROJECTS UNDERWAY, R&B ROYALTY MARY J. BLIGE MAKES HISTORY and CLAIMS HER POWER

NEW! All Day EXTRA HOLD
 Helps STRENGTHEN Edges and PROTECT Hairline

NEW & IMPROVED

ORS OLIVE OIL EDGE CONTROL Hair Gel
 Infused with SWEET ALMOND OIL For Strengthening

ORS OLIVE OIL EDGE CONTROL Hair Gel Extra Hold
 Infused with SWEET ALMOND OIL For Strengthening

NEW! CANTU shea butter APPLE CIDER VINEGAR ROOT RELIEF

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Every item on this page was chosen by an ELLE editor. We may earn commission on some of the items you choose to buy.

The 6 Best Wig Glues, According To Celebrity Hairstylists
 Top picks from celebrity hairstylists Kellon Deryck and Kahh Spence.

BY MERISHA PENROSE MAR 29, 2021

cosmopolitan.com

7 Best Wig Glues for a Strong and Secure Hold
 Let's avoid any hair emergencies, k?

by AMA KWARTENG OCT 1, 2020

ORS OLIVE OIL FIX-IT GRIP GEL ULTRA HOLD
 Infused with SWEET ALMOND OIL

DAILY WATERPROOF ADHESIVE

got2b

COURTESY IMAGE/KATIE BUCKLETTNER



ORS OLIVE OIL EDGE CONTROL Hair Gel
 Infused with SWEET ALMOND OIL For Strengthening

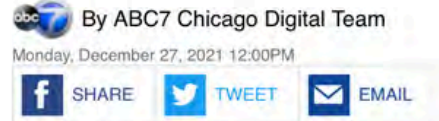
ORS OLIVE OIL EDGE CONTROL Hair Gel Extra Hold
 Infused with SWEET ALMOND OIL For Strengthening

BEST HAIRSPRAY
 SUAVE PROFESSIONALS COMPRESSED MICRO MIST IN NATURAL HOLD, \$3.99, target.com
 "Yes, finally a spray that gives you 'dos a flexible, long-lasting hold while still leaving them soft to the touch."

BEST BLOW DRYER
 T3 CURA LUXE HAIR DRYER, \$250, ulta.com
 "The smart, smart, smart on this chic dryer temporarily halts the airflow when you put it down while styling."

BEST FLAT IRON
 cantu shea butter

CLIENTS - LOCAL





Events
Experiential Events
Influencer
Marketing
Consumer Facing
Engagement

Our Experiential Events division curates unforgettable, consumer-facing experiences and targeted, cost-effective experiential events that deepen engagement, amplify brand recognition, and create lasting impressions.

tgin Haircare New York New Product Launch Event



tgin CHICAGO New Product LAUNCH EVENT



tgin New York Fashion Week Influencer Dinner



AMBI SKINCARE EXPERIENTIAL, PUBLIC RELATIONS CONTENT CREATION



ESSENCE SUBSCRIBE

HOME • LIFESTYLE

Ambi Launches 'Skin Wisdom' Series To Discuss The Ins And Outs Of Melanated Skin

THE SERIES IS A SAFE SPACE TO HAVE CONVERSATIONS ABOUT THE SKIN OF BLACK WOMEN, REGIMENS OF THE PAST AND PRESENT, AND HOW TO BEST CARE FOR IT.



AMBI THE SKIN TONE AUTHORITY®

PRESENTS

SKIN WISDOM

"It's More Than Skin Deep"
EPISODE 2 - LOVE THE SKIN YOU'RE IN
LIVE PANEL DISCUSSION TAPING

FRIDAY, FEB. 16

HAPPY HOUR DRINKS & TASTY BITES **5:15PM - 6:30PM**
PANEL DISCUSSION TAPING **6:30PM - 7:30PM**

Please note: because of live taping no entry to event after 6:15pm.
Location: 1400 West Randolph Street 18th Floor

Join Ambi skincare for a panel discussion with celebrated industry leaders discussing "Self Love Journey", prioritizing our own well-being, balancing work & life; generational skincare routines & more!



Moderated By
Val Warner
ABC 7



Panelist
Vanessa Bouie
FANCY HOMEBOY



Panelist
Hayet Rida
KHOI



Panelist
Blake Gifford
SIGNED, BLAKE

Learn more about Ambi's skincare line and receive product giveaways - from the most trusted authority on even skin tone!
Join us! RSVP with Dionne@dwilliamspr.com



29° CHICAGO'S VERY OWN **WGN9** LIVE

AMBI SKINCARE

Ways To Treat Common Skincare Issues

DAYTIME CHICAGO

Ways To Treat Common Skincare Issues

by: Tonva Francisco. Andrea Darlas

Jamaican Mango & Lime Haircare

Island Glam Textured Hair on the Runway NYFW



Jamaican Mango & Lime
invites you to
ISLAND GLAM
HAIR ON THE RUNWAY
Celebrating Textured Hair, Braids & Locs
Special hair/fashion presentation featuring bold hairstyles created by top hairstylists
Fashion Designs featuring emerging designers
Music by DJDSpence
48 LOUNGE
7 PM - 10 PM
1221 Avenue of the Americas
(48th street BTWN 6th & 7th Ave)



National Loc Day Beach Party



You are invited to a private event
LOCS & WAVES
BEACH TAKEOVER
Jamaican Mango & Lime celebrates National Loc Day!
AUG 16TH
6PM-10PM
FEATURING
DJ JAY ILLA & DJ JUKIE THA KIDD
Oak Street Beach at Whispers Restaurant & Club
1001 N. Lake Shore Drive, Chicago, IL
MUSIC | BOMB FOOD | LIT DRINKS
SPECIAL SURPRISE GUESTS | LUXE PRODUCT SWAG BAGS
AND SO MUCH MORE!
Jamaican Mango & Lime



CURATION OF CONSUMER FACING EVENTS



SEAGRAMS ESCAPE VIRTUAL EVENTS



rollingout
 & SISTERS WITH SUPERPOWERS
 PRESENT:

Seagram's escapes
SIP HAPPINESS
 KEEP IT COLORFUL
COCKTAILS & CONVERSATIONS

Chefs & restaurateurs will discuss their brands and prepare tasty food demonstrations

Miss Quad Webb
 CHEF, AUTHOR, TV HOST

Pinky Cole
 FOUNDER, SLUTTY VEGAN

Africa Miranda
 MODERATOR

Jenne' Claiborne
 VEGAN CHEF & AUTHOR

FRIDAY, MAY 21, 2021
7:00PM ET - 8:00PM ET

Register for this virtual event at
<https://tinyurl.com/swsSEdd>



Black News

Rolling Out News — Beatrice Dixon, Necole Kane and Dawn Dickson-Akpoghene celebrate Black Women

🕒 2 weeks ago

Dawn Dickson-Akpoghene (Founder and CEO)

Necole Kane

Beatrix Dixon The Honey Pot Company

To help celebrate International Black Women's History Month, Seagram's Escapes, in partnership with the Rolling Out RIDE

ORS
OLIVE OIL
PRESENTS

Styled, Gifted & Glammed

BEAUTY EXPERIENCE

VIP LUXURY GIFTING SUITE & STYLE BAR
FRIDAY, FEBRUARY 9, 2018

ENJOY ALL DAY COMPLIMENTARY DRY HAIRSTYLING BY ORS™ GLAM SQUAD
MAKE UP BY LAMIK COSMETICS
ORS™ PRODUCT GIFT BAG, COCKTAILS AND PANEL DISCUSSIONS!

CLAIRE SULMERS
Founder & Editor in Chief of Fashion Bomb Daily

BETHANN HARDISON
Legendary Designer, Activist and Former Model

ALLISON MCGEVENA
CEO, VP, Women's Lifestyle ICONE DIGITAL

KINDRED THE FAMILY SOUL

SCHEDULE OF THE DAY

11:00am-4:00pm | ALL DAY BEAUTY EXPERIENCE

12noon | SPECIAL GUEST PANEL DISCUSSION
"Women of Color in Beauty & Fashion"

2:00pm | SPECIAL PERFORMANCE by Kindred the Family Soul

SUNWEST STUDIOS
450 West 31st St. New York, NY - 10th floor

RSVP FOR INVITED GUESTS ONLY
DWILLIAMS@BURRELL.COM

LAMIK PAPI

ORS™ is committed to celebrating the beauty of women regardless of hair type or texture and to empower women to embrace their unique beauty.

HOSTED BY SPECIAL GUESTS

1ST SALON TAKEOVER

All Star EDITION

WORLD FAMOUS DJ KID CAPRI

LEGENDARY ED LOVER

LIVE ART BY P. SCOTT

WEDS FEB 12

7PM-9PM CHICAGO'S TOP BARBERS TAKEOVER
PARTY 8PM TO MIDNIGHT
PRIVATE EVENT - SECRET LOCATION

ORS SIP & SLAY

ORS OLIVE OIL invites you to a private media and influencer cocktail reception introducing the newest product line **FIX IT!**

PROTECTIVE STYLING EXCLUSIVE
WEDNESDAY
JUNE 12
6 - 8:30 PM
ORS Haircare Hair Salon
310 S. Racine Ave, 7th fl, Chicago, IL

OLIVE OIL **FIX-IT!** LIVE DJ, CHAMPAGNE TOAST, UNVEILING OF ORS HAIR SALON & SWAG!

SPECIAL LIVE WIG APPLICATION BY CELEBRITY HAIRSTYLIST ANTHONY CUTS (@ANTHONYCUTS)

#ORSFIXIT

RSVP AT DIONNE@DWILLIAMS.COM

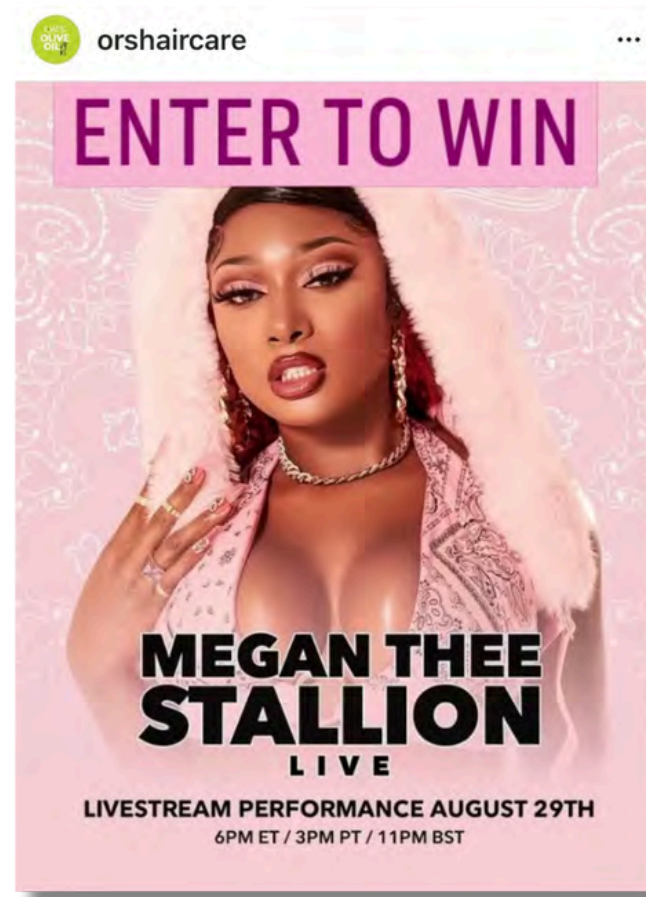
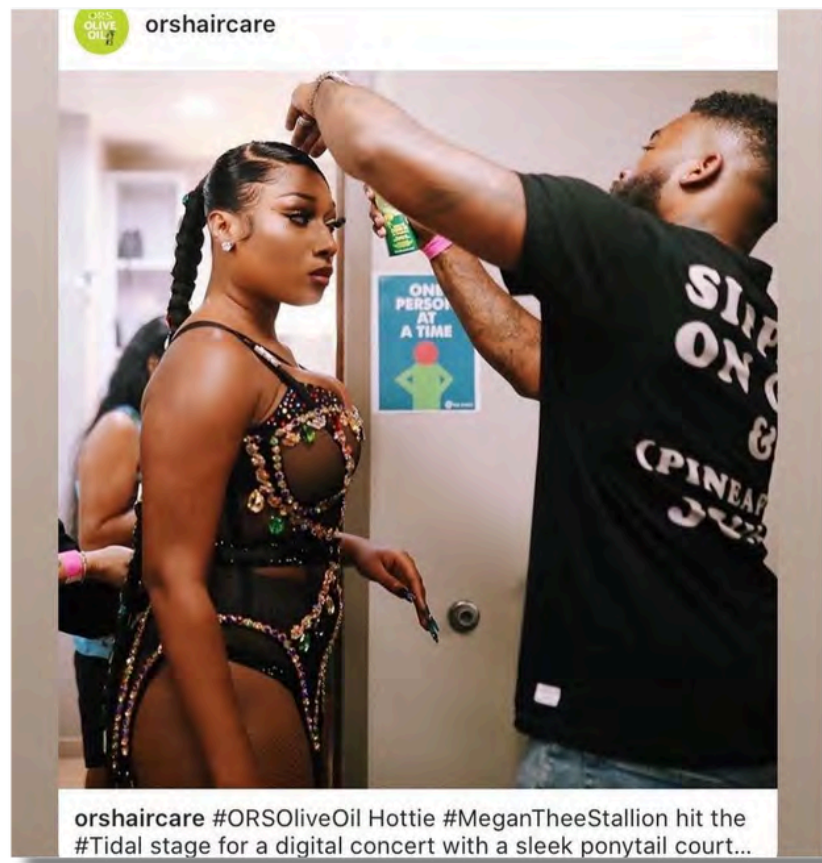




INFLUENCER MARKETING

We connect you with the right influencers to reach new audiences and amplify your message. By leveraging partnerships that resonate authentically, we help expand your brand's reach and build genuine connections with your target audience.

INFLUENCER PARTNERSHIPS



Your paragraph text



Content Creation & Storytelling

We believe in the power of storytelling to create lasting bonds between brands and their audiences. From press releases and blog post to social media campaigns, We develop content that not only informs but also inspires and engages.

Namaste Labs

photoshoot management & ad campaign

ORS OLIVE OIL

TRUSTED. TRUE. THE ORIGINAL™.

Styling for natural & relaxed hair types. No matter your style, there is something for you.

AVAILABLE AT ORSHAIRCARE.COM & Walmart

@orshaicare www.orshaicare.com



ORS HAIRRepair

THIS IS YOUR **FIX**

REPAIR OVERWORKED, UNDERNOURISHED STRANDS

ORS OLIVE OIL FIX-IT

Grip. Hold. Protect.

APPLYING YOUR WIG JUST GOT EASIER

ORS OLIVE OIL FIX-IT GRIP GEL ULTRA HOLD

ORS OLIVE OIL FIX-IT SUPER HOLD SPRAY

ORS OLIVE OIL FIX-IT LIQUIFIX SPRITZ GEL

ORS HAIRRepair

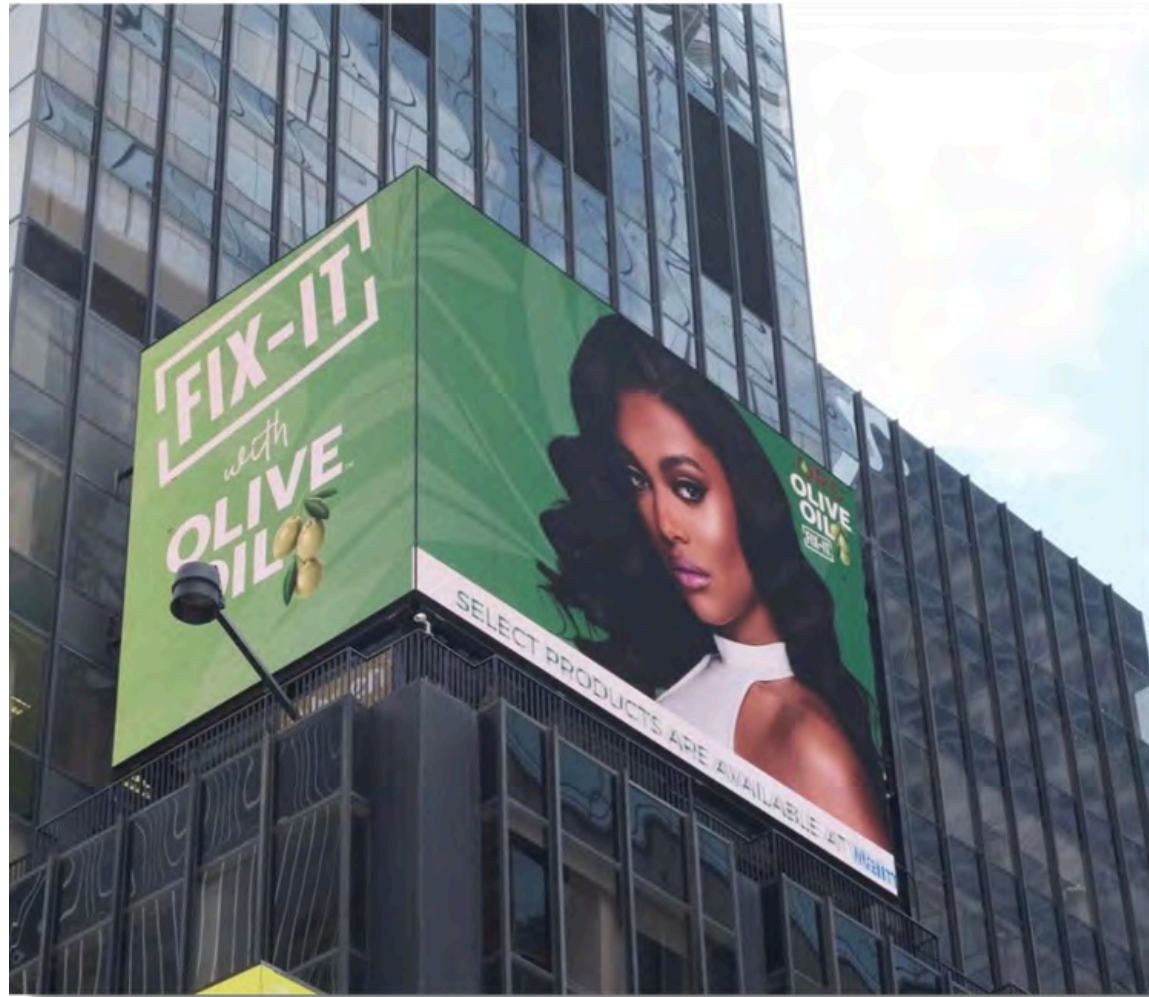
Join the **HAIRRepair Shampoo Swap Challenge**

for a chance to win a \$500 Visa card*!

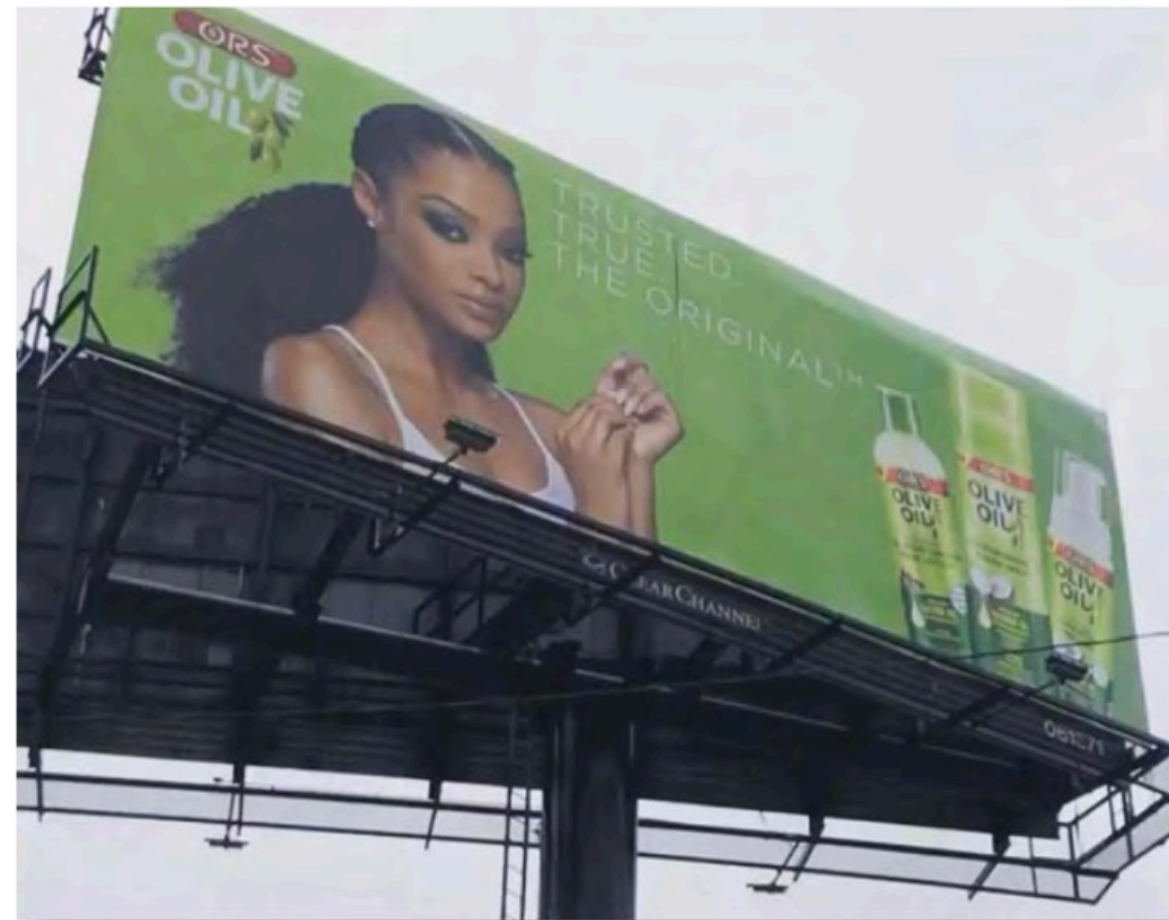
ORS HAIRRepair SCALP RESCUING DETOX SHAMPOO SALFATE-FREE

REVEAL YOUR CURL BOX.

Visa is not a participant in or sponsor of this promotion. *See Official Promotion Rules/Terms and Conditions for details.



Times Square AD



ORS OLIVE OIL FIX-IT

INVISIBLE RESULTS

NEW! ADHESIVE GELS AND SPRAY FOR WIGS

Grip. Hold. Protect.

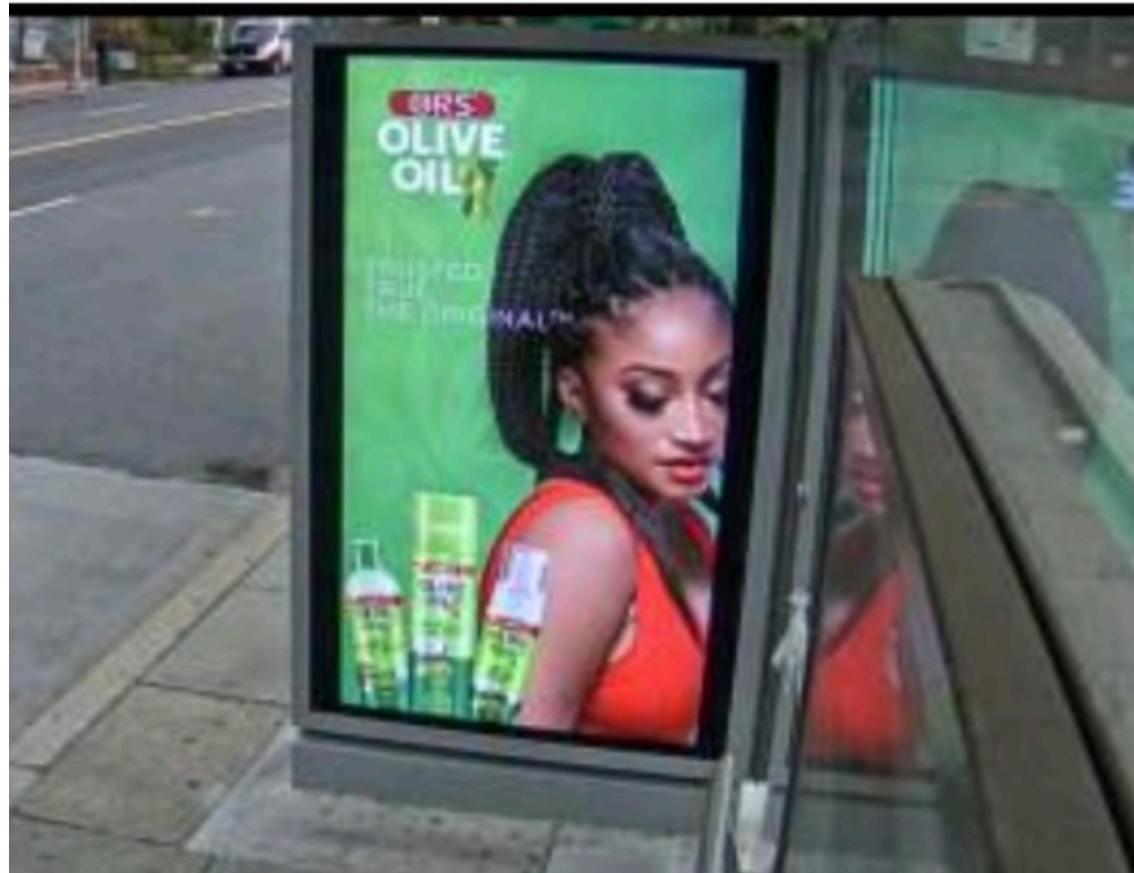
APPLYING YOUR **WIG** JUST GOT EASIER

Featuring our exclusive KERATIN COMPLEX with olive oil plus castor oil and burdock root to help strengthen and protect edges.

- STRONG HOLD
- SWEAT PROOF
- HUMIDITY PROOF

📍 @ORSHAIRCARE #ORSFIXIT

Select products are available at Walmart and local beauty supply stores



Curls unleashed.™

COLOR BLAST

Temporary Hair Makeup Wax

Color Play Your Way!

VIVID COLOR | DEFINES CURLS | QUICK & EASY APPLICATION | NO DAMAGE

CREATE, WRITE & DEVELOP THE TREATMENT FOR THE CAMPAIGN

ORS
OLIVE OIL
FIX-IT

FIX IT COMMERCIAL

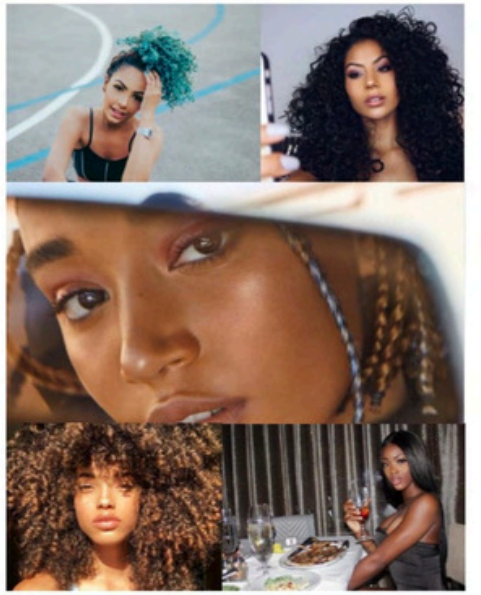
PREPARED BY D. WILLIAMS PR GROUP
CONCEPT DEVELOPED BY TAJ STANBERRY

PRODUCT BRANDING

Fix It will be the focus of the commercial by showing how the product is applied, used and the benefits of the product, without distracting from the characters and the emotion driving each montage. It will show how Fix It is central to these moments of connection.

LOCATION

The locations for this commercial is very important as the setting and location plays a major role in telling the story. We can shoot many of these montages at the same location and stage for different scenes.



tone & FEELING

The overall FEELING of this clip is glamorous, fun, youthful and lighthearted; a direct reflection of the girl that's trendy with a little edge.

Anyone who celebrates with them is drawn into their good times. When they share a laugh at brunch, you'll wish you were in on the joke. When they share that 3-way wink to say "Nice Nails Girl", you'll look down at yours. And when they seamlessly apply the ORS "FIX IT" product, making their transformation complete, you'll understand why a great hair day can take any girl a long way.

OVER-VIEW

In this spot, entitled "FIX IT", we'll follow three, melanin-rich girlfriends as they demonstrate hanging with "Your Girls" and what the celebration of those powerful words look like up close and personal.

The laughs, witnessing each other transform into our best selves when we feel most radiant, allowing us to pass that magnetic source of energy on to one girlfriend who passes it to the next. And so the cycle of good vibes continues on a day divided up into THREE "Sunday Funday" activities, leading us to ONE ... ultimate ... girlfriend moment.

The settings for the story will have our three girlfriends in a series of montages that will take us moment to moment in their lives leading up to one big event. The montages will take you through a narrative. There are a series of celebrations leading up to what they are actually celebrating.

CONSUMER RESONANCE

Every moment in this spot, women aspire to have. Everyone wants to be in love and everyone wants to be successful. Young people desire happiness, good girlfriends, accomplishment and to look good doing it.

CASTING

The cast should look fun loving, youthful, edgy with street smarts. The cast should relate to where the characters are coming from. The right cast will engage us instantly with their energy and natural confidence.

We will find women who are photogenic as well as skilled actresses that will flow with each scene. The goal is to cast three with great chemistry and positive energy. The women should be cast from video, not still photos. Possible open call.

Additional content usage: During open call we can videotape open call process and use it for social media content looking for the "New ORS Girls"

VISUAL STYLE & CINEMA-TOGRAPHY

Great moments are found inside the living experience and should be captured as if we EMBRACE this theory.

A mixture of semi-loose handheld camera work, complimented with lenses that provide both sharpness and dynamic shallow depths of field will be a large part of our formula for a successful shoot. We want to feel the environments more so than emphasizing them to keep our viewers engaged.

I suggest that we entertain rolling two cameras at once, saving us time and TAKES, while capturing a variety of perspectives, angles, and glamour shots. Every frame will mirror their level of happiness and energy with equally stellar cinematography. The pace of the editing will make you feel the use of the product, feel the fun of the characters and the emotion of the various scenes.

Keywords: Glamour, smiles, slow motion / realtime, love, girlfriends, excitement, preparation, organic, foreground, high fashion, intimate, uplifting, time.



Event Management/Traditional Events

We design and execute events that leave a lasting impression. Whether it's a product launch, gala, fashion show, or cultural celebration, our team handles every detail, creating experiences that inspire, engage, and bring your brand's vision to life.



Contact

D. Williams PR & Events Group

Dionne@dwilliamspr.com

www.Dwilliamspr.com