

SOL REPUBLIC Awards Multi-Country PR Brief To Hopscotch Système Europe

Dublin – September 30th 2013: Global lifestyle consumer electronics brand SOL REPUBLIC has appointed Hopscotch Système Europe to handle its media relations in the UK, Germany and France.

"SOL REPUBLIC is a fast growing, highly successful and exciting brand that has quickly become the leader in an incredibly competitive market, where massive players fight for share of voice," said Patrick Frison-Roche, Managing Director of Hopscotch Système Europe.

"We need to move fast in the EMEA, with strategic and creative thinking at regional level," states Remi Ramcharan, Director of Marketing, EMEA of SOL REPUBLIC. "Together we are convinced that Hopscotch's unique hub 'système' is the right approach to meet these needs."

Alexandra Burton, SOL REPUBLIC Marketing Communications Manager, EMEA, will drive the campaign from the company's EMEA HQ in Amsterdam, working with senior consultant Erin Mullally, who will lead Hopscotch Système Europe's multi-cultural team based in the Dublin hub.

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For more information, please contact:

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About SOL REPUBLIC

SOL REPUBLIC is a global consumer electronics company dedicated to enhancing people's lives through style, sound and technology. Comprised of music fanatics, SOL REPUBLIC develops its products from the ground up to look, sound and feel unlike anything else in the market.

For more information: www.SOLREPUBLIC.com

About Hopscotch Système Europe

Hopscotch Système Europe is the European hub of Global Top 20 communication group Public Système Hopscotch (www.publicsystemehopscotch/en). From its central base in Dublin, Ireland, teams of multi-cultural consultants design and implement faster, simpler and smarter Media, Digital and Social PR campaigns across Europe serving a very diverse client portfolio, from global consumer brands (Sofitel, Dole Foods, ESPN) and industry leaders (GE Energy, Alcan, Mondi AG), national institutions (Ivory Coast, Invest In Morocco) to fast growing new economy players such as Yelp and Eventbrite.

For further information: www.hopscotch.eu