

# CHRISICOS INTERIORS

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## **Chrisicos Interiors recognized by the 2008 ReBrand 100 Global Awards**

**Chrisicos Interiors**, a leading interior design company serving discerning clients throughout New England, is pleased to be honored with Notable Recognition in the fourth annual ReBrand 100 Global Awards competition. This distinction is for Chrisicos' rebranding campaign, designed and implemented by JDCcommunications, Inc. and Lauziere Design.

The Chrisicos rebranding campaign focused on repositioning the company by creating a more elegant and sophisticated logo, print advertisements and website.

"This is quite an honor to be recognized internationally for our campaign," states Chrisicos Interiors president and founder, Kathie Chrisicos. "The process of rebranding my company was truly a collaborative effort with JDCcommunications and Lauziere Design. They created a look that changed the face and direction of my company. The results have been fantastic."

ReBrand 100® recognizes the world's most effective brand transformations: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. The only expert-led resource focused exclusively on brand transformations, ReBrand was created to provide examples of best practices, help organizations avoid pitfalls, and identify experts for their initiatives. Its marquis program, the annual ReBrand 100® Global Awards, juried by an esteemed panel of international design and business leaders, is the highest recognition for brand rebuilding and redesign in the business arena, and is the only global program of its kind. The 2008 entries represented an international mix of global megabrands, non-profits, small, and regional organizations from a broad range of industries.

A past president of the New England Chapter of the International Furnishings and Design Association (IFDA) in 2006, Kathie Chrisicos is considered one of the area's most sought after interior designers. She was named one of the "10 Best Architects/Interior Designers" by *Women's Business* for two consecutive years, 2006 and 2007, and is the recipient of the 2007 Silver PRISM Award for "*Best Interior Design/Living*,"

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an honor bestowed by the Builders Association of Greater Boston. She recently was appointed to the Advisory Board for LocalLeaders.com, an innovative online comprehensive resource that offers homeowners quick and easy connection with New England's most trusted and experienced home experts. She also served as a judge for the 2008 Cornerstone Awards hosted by the Home Builders and Remodeling Association of New Hampshire, which recognizes excellence in the building industry. She continues to be active in the IFDA as well as the Builders Association.

JDCcommunications, Inc., a marketing and public relations consulting firm, specializes in providing small to midsize companies with a range of services including strategic planning, branding, market analysis, public relations, special events, advertising and direct mail programs, web development and client relations programs. *Lauziere Design* is a full service graphic design company offering clients clear, compelling and effective visual designs for print, broadcast and the web.

For more information, contact Ms. Chrisicos at (617) 699-9462 or visit the website at **www.Chrisicos.com**. For information on Rebrand 100®, visit <http://www.rebrand.com/rebrand-100-winners-showcase>. For press inquiries, contact Joanne DiFrancesco, JDCcommunications, Inc. at (781) 828-0323.

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