

MARKETING

TL Communications' Tara Lowenberg: Luxury Woman to Watch 2021

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Tara Lowenberg

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Tara Lowenberg, founder/president, **TL Communications**, New York

"A huge part of owning a business is problem-solving and evolving"

What do you most like about your job?

I have always loved storytelling, and when I began my career after college, I thought I would be a writer or a filmmaker. After I opened my own creative communications agency years later, I was able to take that skillset and apply it to each of the brands that I work with.

I genuinely believe that every brand's success hangs on the story it tells.

With every new client or launch, we are allowed to craft a story that will resonate with media and consumers alike. This never gets old.

What is the biggest challenge in your work?

The biggest challenge in the past few years has been defending the value of public relations.

When the world went digital, people began saying that PR is "traditional" and "outdated," and I wholeheartedly disagree.

I think all platforms that raise awareness of your brand are valuable, but nothing is more important than crafting a well-told brand story. This is where we come in.

Having a cohesive, well-told story is a brand's currency. Without that, any kind of promotion will be short-lived.

The platforms on which that story is told can be print, digital, Instagram, TikTok and I think they are all valuable.

Ironically, with COVID-19, we have seen a spike in PR services because people realize it is a reliable way of raising awareness of your brand.

The other major challenge we face is quantifying the value of PR.

How do we measure success? Until we have a better way to measure it, I always tell clients that when you Google a brand, it is more likely than not that a PR placement will come up in your search at the top of the list.

A public relations placement is an acknowledgment by an authority editors, producers, influencers which is still, in my opinion, better than any form of paid advertising or self-promotion.

How have you adapted to the new order of things with the public health crisis?

We were very fortunate during this time and did not have a lot of disruption.

We did not lose clients, and we worked very closely with all of our brands to make sure they felt supported during the pandemic.

Of course, there were a few logistical challenges in the beginning, but I am lucky to have a fantastic team and incredibly loyal clients, and we were able to find solutions.

A huge part of owning a business is problem-solving and evolving.

If you can't adapt to change, you will never survive the challenging times.

I think times like the one we are living through now are pivotal moments for so many businesses because you can either adapt and evolve or you close.

What is your work priority for 2021?

My work priority is to support my team and clients in every way I can so that they can survive and thrive during this difficult time.

I feel lucky to be able to participate in this next chapter in the luxury space for beauty, health and wellness, and look forward to helping brands navigate the changing landscape.

Change, though scary, can be a great thing.

What is your proudest achievement in luxury?

My proudest achievement in luxury is being part of the team that built Oribe Hair Care.

From the outset, the brand wanted to set a new standard of luxury in beauty.

When we launched, there were really no other beauty brands like it from its elegant black bottles this was unheard of for women's beauty products 10+ years ago to every detail of the packaging, fragrance, formulas, etc.

I had the opportunity to work with an incredible team of creative minds and learn different aspects of the business that I would otherwise not have known, which has added to the services we can provide.

When we finally created our PR strategy for Oribe, we had a real connection with the brand, and we spoke to the media as if the brand were an extension of us.

Today, Oribe Hair Care is synonymous with luxury.

How do you see luxury evolving in 2021?

I think there is going to be a significant movement towards sustainability in the luxury beauty sector.

Brands are having more extensive conversations about how their products impact the world, consumers are demanding it, and I am excited to see the innovative ways it will be addressed in the luxury sector for beauty, health and wellness.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)