



Bendon Lingerie finds perfect fit ***Moon Group appointed across business in Australia and New Zealand***

SYDNEY, July 30, 2009: STW's Moon Communications Group, a leading brand, advertising and digital agency, has been appointed as Bendon Lingerie's full-service integrated agency for both Australia and New Zealand.

New Zealand's leading intimate apparel manufacturer, wholesaler and retailer, Bendon Lingerie has a long history in the NZ marketplace, supported by 18 standalone retail stores, 15 outlet stores and a number of independent stockists.

After reviewing several agencies, Bendon General Manager Paul Tucker appointed Moon Communications Group.

Mr Tucker said the selection was based on more than just a great creative idea: "Moon had a unique strategic brand approach, as well as the creative talent. But importantly, it was the right fit culturally," he said.

"We have a big job ahead of us, and we want a long term partner to go on the journey with us. We want to enjoy that partnership, and things seemed to really click with Moon."

Moon Group has already been working in the Melbourne market with a number of brands, including Country Road and Jeanswest, making the pairing with Bendon Lingerie a perfect fit.

Anouk Darling, Moon's Managing Director, stated: "Bendon Lingerie is a unique proposition, showcasing a great range of product and delivering through expertise and a high level of service. There is a real gap in the market for intimate apparel shops – Bendon Lingerie stores are the perfect solution. Now it's our job to drive traffic and awareness. We can't wait to get started."

Bendon Lingerie will utilise the retail communications developed by Moon Communications Group across both Australia and New Zealand. "We're all really excited about this new partnership and realising the potential of the Bendon Lingerie brands."

Bendon Limited manufactures and licenses a number of leading lingerie brands including, Elle Macpherson Intimates, hey sister!, Fayreform, Bendon Man and Macpherson Men.

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, design, retail, advertising, digital and interactive solutions.

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