



Karen Bromley
Principal
The Bromley Group

As Principal of The Bromley Group (TBG), Karen brings her creative ideas, extensive retail expertise, and strategic management to clients seeking enhanced brand visibility and sales. She plays a passionate role in day-to-day agency activity, and is involved in idea and campaign development, event execution, and ensures a holistic approach to both traditional and social media outreach.

Clients reach their objectives and goals through a customized campaign including media outreach, celebrity seeding, special events, press previews, content development, social media strategy, branding and trade show support.

Prior to establishing TBG, Karen was public relations director of several fashion corporations, including Vanity Fair Intimates (VF Corp. Company) and Texfi Industries. As a buyer for Belks stores, she created private brand programs for more than 500 stores nationwide.

In 1985, she became a founder of K.I.D.S. (Kids In Distressed Situations) an industry-wide charity dedicated to children in need. On April 7, 2014 K.I.D.S. merged with a similar charity Fashion Delivers to provide people in need with new product from the children's industry and adult apparel and home fashion industries. Currently an active officer of the merged board, she provides pro-bono services. Since the establishment of the organization, the group's prominent members have been responsible for donating more than \$1.2 billion of products that have been distributed through a network of community partners, serving the poor and disadvantaged worldwide.

Active in industry related organizations, she is a member of The Fashion Group, The Public Relations Society of America, The Underfashion Club, Accessories Council, and One Simple Wish.