

# **CURIOUSPRESSRELEASE**

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## **FINGER ON THE PULSE**

Brand communications agency, Curious, have developed the creative look and feel for the forthcoming Pulse retail trade show that is taking place at London's Earl's Court (6-8 June 2010). The creative theme has been developed around the idea of discovering new products that will give retailers that all-important 'edge' on the high street.

Curious have designed a range of materials including press ads and the show catalogue. Key 'objets' in Home, Gift, Fashion, Bath&Body and Launchpad have been photographed and are placed behind a large, teaser-style sticker that obscures part of the image. Retailers are invited to "Discover stand-out products for stand-out stores" by attending the show.

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For more information please contact Claire Syrett on 020 7240 6220