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FOR IMMEDIATE RELEASE

Reformation Hard Launches Collection with Pete Davidson

Pete Davidson is the new “Official Boyfriend” of Reformation

LOS ANGELES, CALIFORNIA: On Feb. 10th, Reformation announced that they would be releasing their latest collection starring none other than comedian and internet boyfriend, Pete Davidson. Reformation, known for their sustainability and chic, minimalist aesthetic, announced that their new Valentine’s Day collection will be in collaboration with the former *SNL* comic who has donned a fresh tattoo-free look. This collaboration blends the brand’s signature style with the unexpected rebranding of Davidson’s aesthetic.

Pete Davidson, known for his unconventional charm and quick wit, has long been called the “internet’s boyfriend.” Through this collection, he displays an effortless yet cool energy. With signature pieces displaying the phrase “Official Boyfriend” and “Official Girlfriend,” the collection includes simple menswear and gender-fluid pieces made with sustainable materials through ethical production practices.

The campaign continuously uses the phrase, “Pete Davidson, the go-to complement to beautiful and talented women everywhere, has officially partnered with Reformation, the other go-to complement to beautiful and talented women everywhere.” While the partnership may have seemed unexpected at first, this tagline connects the brand’s mission with the campaign, as well as expanding their audience through an eye-catching collaboration.

Through this collection, Reformation is able to expand their already devoted audience while still promoting their mission of sustainable clothing for all. With a witty campaign tagline linking Davidson’s cultural appeal to Reformation’s mission, this partnership stays true to the brand’s core values while showcasing Davidson’s redefined aesthetic. The limited edition collection launches just in time for Valentine’s Day at Reformation online and in-store nationwide on Feb. 11th.

About Reformation: Founded in 2009, Reformation is a Los Angeles-based fashion brand committed to bringing sustainable fashion to everyone. The company integrates eco-friendly materials and ethical production practices into its designs, aiming to become Climate Positive by 2025 and achieve a circular fashion system by 2030. Reformation caters to the “beautiful and talented woman” through stylish, minimalist clothing that aligns with its environmental values. View their collections here: <https://www.thereformation.com>.

TO: Lindsay Peoples, The Cut Editor-in-Chief
FROM: Olivia Wimpari, PR Associate at Reformation

SUBJECT: Pete Davidson Hard Launches Campaign with Reformation

Hello Lindsay,

I hope this email finds you well. My name is Olivia Wimpari, I am a PR Associate at Reformation, and I am reaching out on behalf of the brand as you have featured Reformation in many articles, specifically the article highlighting our first bag calling it “chic and sustainable.”

Reformation is excited to inform you that we will be releasing a limited edition Valentine’s Day collection starring none other than comedian Pete Davidson! With Pete Davidson being the brand’s “Official Boyfriend,” Reformation is bringing a fresh combination of humor, fashion, and sustainability to be paired with “beautiful and talented women.”

The collection includes simple menswear and gender-fluid pieces that don the phrases “Official Boyfriend” and “Official Girlfriend” in a cool, effortless way. With Davidson’s new tattoo-free look and reputation of being the internet’s boyfriend, he was the perfect choice to blend our clean, modern and sustainable fashion with his quirky charisma and witty charm.

Launching February 11, the collection will be available online and in Reformation stores nationwide—just in time for Valentine’s Day. Through this campaign, Reformation is able to expand their already committed audience with an unexpected rebranding of Davidson’s aesthetic. Due to The Cut’s articles about Reformation’s past collections and Pete Davidson’s dating history (with beautiful and talented women), we believe that this partnership will be very intriguing to your readers.

I’d love to discuss this exciting launch further and potentially obtain a feature in The Cut. Let me know if this sounds interesting, as I would love to chat, provide additional information, and arrange a meeting with our CEO, Hali Borenstein.

Thank you for your consideration, I look forward to hearing from you!

Best regards,
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