

Quotes about Stevie Wilson; Her Knowledge of Fashion, Beauty, and Lifestyle and Skills of Internet Marketing

From Brands:

"This letter is to acknowledge the incredible assistance Stevie Wilson and her websites (past and present) have given to my product lines. As a sole physician-dermatologist-researcher who has created a line of cosmeceuticals, it has been invaluable having real definitive overviews of my products posted on her website. This has given users the chance to comment on their experiences and has also brought many new people to the line. Her website experience and talent is extremely professional and a great service to its users.

Thank you again for your invaluable assistance Stevie!"

Nicholas V. Perricone, M. D.

"Stevie Wilson while at Beauty Buzz has helped us at by communicating and sharing her objective reviews about Body & Soul and many other cosmetic lines, educating millions of women who care and are in search of quality cosmetics."

Carisa Janes,

Creative Director, Sugar Cosmetics and Hourglass Cosmetics

Former Creative Director, Body & Soul Cosmetics

"Stevie Wilson possesses a wealth of knowledge and reliable information on the latest research in the cosmetic and related health industries. Her insightful articles on Osmotics Anti-aging Skin Care products have greatly increased awareness and stimulated interest in our website. These independent reviews have been extremely beneficial to our sales and marketing efforts."

Francine Porter

President

Osmotics, Corporation

"Stevie Wilson's comments brought us immediate sales of our skin products on the Internet."

Dr. Loren Pickart,

Skin Biology. www.skinbio.com

"Stevie Wilson's up-to-the-minute reviews in the beauty industry have been so supportive of start-up niche brands, like my company HEAVY DUTY. Her reports have increased consumer awareness and assisted in introducing HEAVY DUTY to the potential of the World Wide Web. Her commitment and dedication to researching her subjects, adds dimension and insight to all of her reviews. When I want the scoop, I read Stevie Wilson! "

Alex Volkman,

Heavy Duty www.heavydutyco.com

"We have enjoyed reading Steve Wilson's articles, as much as we have enjoyed being included in them! Stevie showcases her journalistic integrity by doing the research necessary to assure that the best product for the story is featured. Thank you, Stevie for introducing us to products we all can love."

Diane Ranger,

Owner, Colorescience

It's rare, really rare to have a journalist take so much time to get the facts right! Ms. Wilson is both relentless and capable in this endeavor. Here's what I've found in the one very significant piece that she wrote about our company: people read what she writes! We know this because her work has directly spawned other editorials. Her style is easy, poignant and--where needed--provocative. She writes how she speaks—and it's relatable. Her terminology is current and valid. I wish that Ms. Wilson would write more about our company. And if she writes for yours, it's a good thing!

Noah Soltes

Planet Lulu Los Angeles

Stevie Wilson is passionate and thoroughly knowledgeable about cosmetics - she's especially savvy with ingredients and has a talent of knowing the next hot thing, she's always on the cutting edge of the beauty world. Stevie is a joy to work with!

Susie Wang,

Founder, Creative Director, 100% Pure

Stevie, you certainly got to the heart of the matter when you wrote the article about my product. I know that you wrote from personal experience and that came through so brilliantly in your written piece. You are extremely talented and your writing style is stimulating to the reader. Now go enjoy your new face.

Cynthia Rowland,

Creator of Facial Magic

"Stevie Wilson has been working out to our fitness videos for over 7 years. With her hands-on approach and knowledge of our products, she has been invaluable with her objective reviews of our products, both on her web magazine (Privilege Magazine) and other print publications. She actually shares her own fitness results with the consumer. As Beauty/ Fashion Editor, she has been so supportive in reviewing and wearing our very unique Couture Active Wear line. This has been crucial in increasing our consumer awareness and has assisted in introducing Couture Active Wear to the World Wide Web & Magazines. Thank you so much for the years of support and friendship!"

Janis Saffell

President/CEO

www.JanisSaffell.com

www.CoutureActiveWear.com

“Stevie Wilson is one of the most intelligent writers I have ever worked with. She is ahead of trends and asks amazing questions!”

Jenefer Palmer

CEO, Osea Skincare

Stevie Wilson is top notch. Her knowledge of beauty and fashion is extraordinary and her passion is equally impressive. From mass to prestige, from major player to niche, Stevie has it covered. She has a knack for knowing not only what's next, but what will really hit home with consumers.

Anita Colby
Senior Research Analyst,
Synovate

I feel Stevie's knowledge of fashion is fully cultivated in every area. She \ makes an important contribution by presenting a systematic approach to developing and maintaining the heart of her topic. A tremendous amount of insight and practical information is housed within every article; presented in an orderly thorough, friendly and truly helpful manner. Stevie Wilson is the key that opens the door, allowing you to tap into your mind, body and soul. Her fashion expertise is like the electricity that channels the flow of energy, allowing endless possibilities to emerge. I am honored to call her a colleague and my friend.

Patricia Mosley
Celebrity Image Consultant

From Public Relation Account Executives:

“Working with Stevie Wilson is always delightful because we know she's as thorough as possible. It's wonderful to find a writer who combines a knack for finding a new slant with a talent for getting the details right. Stevie has covered a variety of clients for KMA ranging from Endermologie to ColoreScience. In every case, she came up with fresh ideas and got it right the first time. Whether covering beauty products, skin care, cellulite reduction or the latest spa treatments, her background has enough depth that she can take charge and knows where the story is. The only people who appreciate Stevie's work more than we do are our clients, who couldn't be happier when they find themselves in one of her articles.”

Kip Morrison, President
Dana Sarbeck, Vice President
And the entire KMA staff
Kip Morrison & Associates

“Stevie Wilson is one of the most professional and thorough journalists I have had the pleasure of working with. Her coverage of a few of my clients in Lucire Magazine certainly raised awareness. The client absolutely loved her writing style and her professional nature during the interview. I have enjoyed working with Stevie through several publications and will continue to do so. She truly is a great person, and journalist, of whom I know many industry professionals count on!”

Sean-Patrick M. Hillman
Vice President, Account Director
CORBIN & ASSOCIATES, LTD.

“Stevie Wilson is one of the savviest lifestyle reporters we work with.”

Linda Arroz and Kyrian Corona
Principals
Makeover Media

"As a fashion publicist, it is always such a pleasure to work with someone as talented, professional and style savvy as Stevie Wilson. I always know that if she is writing about one of my clients or including them in a project she is working on, my client and I will both be pleased with the outcome!"

Diana Bianchini,
CEO, Di Moda Public Relations

"It is always a pleasure to work with a professional such as Stevie Wilson. She is a huge supporter of my clients and always knows what is the "next big thing"

Yvette Masterson
President
Y Public Relations, L.L.C

"I have worked with Stevie Wilson more times than I can count. She is so organized: I love the monthly emails she sends to her PR contacts about upcoming assignments so she can fill in the blanks of her stories before the deadline hits. Making her deadline is crucial. Stevie is on top of what's happening in both fashion and beauty. She's very clear about what she needs and she quickly grasps the essentials about my clients, making it easy for me to pitch her stories. Sometimes she will spin out a variety of stories featuring different aspects of the products. When editors ask me if I know any writers who know what they are doing and can meet a deadline, I tell them about Stevie Wilson"

Mark Silver
Partner, Factory Communications

"It is rare in our business to find people who are consistent – in their manner and in their work. Stevie Wilson is such a person. She is always energetic and extremely nice and delivers on her promises. I have had the pleasure of working with her for over four years, offering her story ideas on my clients. She has always given me her ear gladly and has written some of the best articles – she makes the most basic information sound exciting and fresh!"

Lindsley Lowell,
President, ZING LA

"Working with Stevie Wilson is a publicist dream come true. As a Beauty, Grooming, Fashion and Lifestyle Writer and Editor, her talents shine brighter than the biggest star in Hollywood. Her knowledge and expertise of all things fashionable exemplifies her professionalism that is layered by her strong flair for producing creative and innovative stories. Stevie's diverse keen eye for style and her sharp fashion sense places her above her colleagues. As an agency publicist who has worked with many editors, writers and producers for ten years, Stevie has proven to be the 'best-of-the-best' in her field. It is always a pleasure pitching story ideas to Stevie."

Donald Wilson, Vice President
M. Craig & Associates
Santa Monica, CA

“Stevie Wilson is an amazing writer and editor. In the past 2 years that I have worked with her, I have found her to be an enthusiastic writer whose “mission” is finding hot new brands in fashion and beauty. Stevie is capable, organized and keeps track of numerous deadlines. Her interviewing technique makes it easy for the client to relax and talk while she nails their story in print.”

Berri Goldfarb,
Berri Goldfarb Public Relations

“Stevie Wilson is a pleasure to work with. You never have to explain the new lines or trends from Europe to her, she knows them already. Her knowledge is impressive and her imagination is unlimited. She can find multiple story angles for the same product, but with a different twist each time. She is equally expert on men’s and women’s fashion and beauty and is very open to niche brands. I wish more people were like her.”

Marie-Laure Fournier
Fournier Communications

“Stevie Wilson is a fashion and Beauty whiz! Her incredible knowledge/ finesse in the fashion and beauty world has helped and aided my clients every time she has reviewed my clients (a clothing line in the fashion columns she so often writes, or a beauty pod cast for my spa client). My clients always come back to me raving about the way Stevie Wilson writes (actual quotes: “she writes beautifully”; “her writing is so good, she really put the brand of jeans in a good light” etc)

As a Publicist, knowing Stevie is a definite plus as I know that I can count on Stevie’s writing to actual help promote my products. In whatever publications that she writes for, readers are naturally drawn to her writing. Stevie is extremely flexible to work with and a good friend to have help promote clients.”

Moe Moe Htwe ,
PR Account Manager
Zing USA

“Stevie not only writes well, but she knows and loves the beauty and fashion industry. Over the past 4 years that we have worked together, she is always coming out with creative new story angles and covering products and people in interesting ways.”

Jennifer Humphrey,
Senior Account Exec.
Kip Morrison & Associates

From Editors/Publishers:

“Having worked with Stevie for nearly two years, I am consistently impressed at her wealth of contacts and proactive approach. Her fashion and beauty columns are always on time, and on the pulse. She’s been an enormous asset and great to work with.”

Caroline Ryder
Editor, WeHo Magazine, former Editor, Brentwood Media Group (Westside Today)

“LOVE THE LA BLOG. Stevie, we love you. You are the hardest working woman in show business.”

Rachel Remz,
Managing Editor, Fashiontribes.com

“I have already had some really nice feedback regarding how well the LA issue looks... You have done an amazing job.”

**Kimberly McDonald,
Publisher & Editor-in-Chief,
BeautyNewsNYC.com, BeautyNewsLA.com**

“Stevie's knowledge of fashion and make up is exceeded only by her talent in writing about the subject in a way that makes "average Jane" feel it is possible to be chic and stylish. An added reason to read her articles is that she has a direct pipeline to the latest about-to-be-great designers and artists, giving you a chance to be ahead of the curve.”

**Judith Rogow,
Managing Editor, ResourceINK**

“Stevie Wilson is one of the most experienced beauty writers and editors online today. If she doesn't know about it, it's not important!”

**Grace Willets,
Freelance writer/editor, Lucire Magazine**

“Your column is brilliantly written. We get at least ten to twenty emails every week (about your column). Our quickly growing newspaper is already at 30,000 hits per issue online and in Feb, we will have 50,000 print editions.”

**Winter Brooks,
Publisher
Canyon Newspaper, Los Angeles, Ca**

“Stevie covered topics that were attuned to the paper's demographics. With many of the delivery areas being in the middle of the entertainment industry, beauty and style articles were a good fit. She covered beauty products for both men and women as well as articles on fitness and gift ideas...Her coverage of Oscar Week, the Emmys, Fashion Week and things such as the Donald Pliner opening and designer Jennifer Nicholson kept readers abreast of new trends in the fashion industry. We often received emails asking about the products she covered. Stevie helped people take notice of this small but growing newspaper and she was a pleasure to work with along the way.”

**Rachel Greene
Editor
Canyon Newspaper, Los Angeles, CA**