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05.02.15 BY PRCOUTURE // FILED UNDER PR INTERVIEWS

Front Row Fashion PR Interview Series

Publicist Q&A: Getting to Know Natasha Koifman, Founder of NKPR

Natasha Koifman created **NKPR** in 2002 to combine stories of substance and supporting ca... Under Natasha's guidance and leadership, full-service public relations, artist management and New York, representing over 40 di... Mulberry, Free People, and Liberty Gro... strategic partnerships for high-profile pe... George Stroumboulopoulos and Sophie... as a PR expert and she's a weekly contr...



How did you get started in PR?

When I first graduated, I moved to New York. This is where I had my first experiences working in PR, translating my learnings from developing more strategic outreaches resulting in meaningful coverage and awareness for brands.

What was your first job?

My first job in PR was working as a publicist for Nick Di Donato at the Liberty Entertainment Group, an international hospitality group who has redefined the restaurant, nightlife and special events experiences in Canada and the US. They have such INCREDIBLE restaurants in Toronto and Miami...Cibo South Beach is a must-visit. I guess it's true when they say it all comes full circle - almost 20 years later, Nick is now one of our clients 😊

What is the mood like in the office?

The mood is upbeat, but very focused. People are often surprised when they visit either of our offices in Toronto or New York at how quiet it can be with 30+ people working at once - everyone works incredibly hard with such an entrepreneurial spirit to ensure we are consistently delivering meaningful results. We designed our spaces to be open-concept to encourage collaboration, so there is always a buzz from brainstorming and sharing ideas. That said, things can get much louder when an afternoon donut, candy or chocolate delivery happens - we are VERY serious about our desserts!

I've learned the importance of being brave and taking risks.