

SHE ROCKS!

WONDER TWIN POWERS - ACTIVATE!

DYNAMIC-DUO, Mother and Daughter Team

Della Olsher and Erica Levine Ryan take the Marketing World by Storm!



Meet stellar Mother-Daughter marketing team Della Olsher and Erica Levine Ryan. Together they are the power behind D & E MARKETING GROUP. Founded in 2001, D & E Marketing Group is a multifaceted company providing clients with all of the services typically offered by an In-house creative marketing department. For over seven years D & E has specialized in fashion, beauty, accessories, home furnishing and retail offering their vast knowledge, experience and finesse in the industry.

D & E utilizes public relations, marketing, advertising, special events, strategic brand building campaigns, trend forecasting and licensing to facilitate brand name awareness and growth. Branding is the focus of D & E - creating and increasing consumer awareness and market longevity.

Together, this Dynamic Duo work to capture the overall essence of the brand and utilize their know-how and prestigious track record to translate that essence into actual consumer awareness and additional product categories in order to expand the life and ensure growth. When CS asked Della what was the main factor that she would attribute to their success, she simply flashes her radiant smile and said...

“We love what we do...And it shows!”

SHE ROCKS!

FEATURED:

**Della Olsher and Erica Levine Ryan
D & E MARKETING GROUP**



D & E has an expansive network of contacts including all major magazines, fashion press, celebrity stylists and trade.

Their clients not only benefit from their personable boutique agency vibe, but also their connections with consistent product placement, celebrity association and articles. All essential components to building consumer brand recognition. Substance and honesty coupled with a strong family ethic is what keeps Della and Erica loyal to their clients as well as each other.



Della has an impressive 30 years of background in the business as well as Macy's executive training, where she became a Fashion Director. Post-Macy's, Della then went on to be VP of Marketing and Licensing for the brand XOXO and then on to work her magic at RAMPAGE. The elusive "E" in D & E, Erica, who now also has over 8 years experience running the family business, was a Fashion Merchandiser for Anthropologie. Mom proudly proclaims, "She has a great eye and a fabulous point of view. Not to mention, her B.A. in Psychology has helped quite a bit in this business!" Erica, who grew up in the business, used to accompany her Mom to photo shoots and was once spotted Girl-Fridaying all over NYC trying to find all of the CD's that Tyra Banks wanted to listen to during the original Super Model campaign for XOXO! These girls know how to work hard and what it takes to be successful (other than finding the right CD's for Tyra, that is!).

Team D & E is dynamic, loyal and highly motivated with comprehensive knowledge of public relations, marketing and proven success in pioneering brands. Their ability to build brands creatively and with a cutting edge above the rest, along with their long-standing relationships with their clients and the media sets them apart from the traditional mega firms.

S H E R O C K S !

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As Mother and Daughter they mentor and inspire each other; however, one clearly is unique soul and has prolific wisdom to share. Erica's Inner Child "...screams 80's at the top of her lungs, dreams of dying her hair crazy colors and has convinced herself that ice cream still doesn't go to her hips." While Mom, Della is a "...girl that likes to have fun, dress up in beautiful clothes, jewelry and shoes- she never gave up Barbie!"

Della and Erica both believe that life is what you make it. They each strive to live a life driven by self-respect, hard work, honor and being at peace with yourself and others. Possessing a deep and unconditional compassion for people as well, giving back is critically important to both the girls. Della possesses an ethereal inner glow and beauty reminiscent of the Hollywood Glamour Girls. She is passionate about contributing to non-partisan organizations that come to the aid of all people such as Breast Cancer research and The Red Cross. "My Aunt is a double breast cancer survivor-she truly appreciates every second of every day-I want my friends to live a long, healthy life." Erica is an angel-in-training, type of Golden Girl with a sparkle in her eye and a mischievous smile on her face. She is always wishing that she could do more. Tragically, she lost her Grandmother and her Stepmother to Leukemia in the same year! "I wanted to be a donor-but sadly I wasn't a match. But it took no time at all to be tested-and I am now in the database if anyone ever needs help!"

Quoting Fellini, "Put yourself into life, never lose your openness and your childish enthusiasm throughout the journey that is life...and things will come your way." Della and Erica are truly a force to be reckoned with, both from a business standpoint as well as a spiritual one.

You are certainly in good hands with this duo!

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