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LOS ANGELES CREATIVE FORCE JAVAHERI JOINS UNISON

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Washington, DC-based brand and digital agency, Unison, today announced the addition of Raphael Javaheri to its senior management team in the role of Principal, Director of Business Development (West Coast).

Javaheri has over 25 years of strategic marketing, communications and executive account management experience, and joins Unison as a board and equity member in a diverse portfolio of luxury, textile and hospitality businesses in the United States.

Javaheri's appointment strengthens Unison's West Coast marketing and business development efforts, which officially opened its doors in 2011. He has a keen eye for trend and detail and is in tune with the thriving LA culture and aesthetic. He will provide a valuable guiding hand in a pivotal market as Unison seeks to introduce its comprehensive suite of experiential brand and digital services that have already garnered attention and accolades in key regions across the globe, including Asia, Europe, Middle East, Africa and Latin America.

Javaheri is a well-known figure in the Los Angeles contemporary fashion and lifestyle set. He is founder and CEO of Ecotex, a maker and marketer of a leading line of environmentally friendly textiles, and is co-founder of Artisan House, the hip new restaurant/bar/market in downtown Los Angeles drawing rave reviews. He is a graduate of the Fashion Institute of Technology and has studied business at New York University.

"I've been impressed by Unison's work for some time and their creative output is second to none," said Javaheri. "The formalization of our relationship was a natural next step for me. I'm excited to bring wider attention to Unison's exceptional brand insights and impressive work to LA and beyond. There is great opportunity for Unison to impact the LA scene and I look forward to navigating the synergies."

"Raphael is a fantastic addition to our executive team and we're excited to welcome him to Unison," said Robert Fardi, Co-Founder and President of Unison. "He brings an unmatched level of experience, trend awareness, and a key familiar face in the market that complements the needs of our clients and aligns well with areas we've targeted for growth."

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ABOUT UNISON

Unison is a full-service brand and digital agency that develops integrated solutions by combining strategic, creative and technological capabilities to advance our clients' brands across all touch points. The agency fosters enduring customer devotion by creating digital brand experiences that bridge the gap between offline and online interactions.

Unison strives to create rich, engaging and truly emotional experiences in the digital realm. By combining high-impact media and seamless usability with the latest technology in e-commerce, social networking and digital mobility, Unison designs online brands that are multifunctional, multi-sensory and multi-platform.

Unison has experience building powerful brands across a wide range of industries, including financial services, government, food service, retail, manufacturing, real estate, pharmaceutical, fashion, entertainment/media, consumer packaged goods and beauty products.

Over the span of a nearly a decade, Unison has worked with clients in twenty-seven countries around the world, demonstrating its belief that artfully designed brands are universally engaging and transcend cultural and linguistic boundaries.

For further information, please send us an email at info@unisonagency.com or call 202.337.7887.