

## **ERICA HICKS ANDERSON**

FGI Dallas Member Monday would like to highlight Erica Hicks Anderson of Marque Media!

In her past roles, Erica served as a contracted publicist for leading New York PR agency, KCD Worldwide. Anderson also had the privilege to work for notable companies such as Tommy Hilfiger, Gilt, and IMG Fashion's Mercedes-Benz Fashion Week in various positions.

In 2014, Anderson resigned from her role at one of the most sought-after companies in the world, The Net-A-Porter Group. Her vision inevitably led her to launch her own strategic communications agency in New York City - PR VEIN. Four years later, she sold her business to Marque Media and became the new Co-Founder and Chief Marketing Officer.

Anderson's agency and media relationships have resulted in top tier press coverage in Forbes, The Wall Street Journal, Vanity Fair, The New York Times, Vogue, Women's Wear Daily, GQ, NBC, The "TODAY" Show, ELLE, People, USA Today, The New York Post, among many others. She has also successfully worked with many stylists and dressed popular celebrity musicians, actresses, athletes and influencers in various regions.

We asked Erica the following for fun:

- 1) Favorite Fashion Designer: BALMAIN & Alex Perry
- 2) Worst Fashion Moment: Falling to my knees in front of a crowd of people at the Fendi show on the cobble streets of Milan during Milan Fashion Week. I will forever wear chunky heels in Milan.
- 3) Favorite Place to go in Dallas: Besides my favorite brunch spots -- Mutt's Dog Park and Highland Park around Christmas. I am a sucker for pretty lights.
- 4) One really cool thing that your FGI Members may not know about you: I sold my first company at the age of 32. Also, I am a classically trained actor and singer.

For more information on Erica and Marque Media visit [marque.media](http://marque.media) or follow along on social media @marque.media!

## **SHARON STONE**

FGI Member Monday would like to recognize Sharon Stone of S2 The Style Agency!

This Sharon Stone is a fashion stylist and personal shopper with over 30 years of industry experience. One might say that she has fashion and style in her DNA. From her grandfather's ready-to-wear women's boutique (Aaron Brothers) in downtown Dallas and her father's textile company (Globe Textiles) in the home furnishing industry to her mother's designer resale shop (Champagne Taste) in Dallas, Sharon has lived a lifetime immersed in fashion, art and design.

After getting her degree (Radio/TV/Film) at the University of Texas at Austin, Sharon took off for NYC and became one of the top celebrity stylists and personal shoppers in the city for fifteen years. In 2001 she returned to Dallas, quickly becoming one of the city's foremost authorities on personal shopping and styling.

Sharon blends her acute knowledge of high fashion with a love for vintage and offbeat finds, her work is always original and eye-catching, whether in her fashion styling or personal shopping for individual as well as corporate clients

Sharon has a passion for interior design as well, having worked for Design Within Reach for many years in Dallas, she is a mid-century collector and enthusiast with an eye for exquisite detail. She is also an impassioned volunteer; styling and speaking for Attitudes & Attire, a non-profit organization dedicated to promoting personal growth for women seeking self-sufficiency.

Be sure to follow Sharon by visiting her website at [s2thestyleagency.com](http://s2thestyleagency.com) or on Instagram @S2thestyleagency.

## **VALERIE GARMINO**

FGI #MemberMonday recognizes Dallas designer Valerie Garmino!

Valerie's European fashion training and aesthetic are inherently evident in her precision-based design process that influences her to create thoughtful designs that are mainly inspired by the multiple roles that an empowered woman could play, while still maintaining her femininity. Her hard work, talent and determination have earned her both rewards and recognition in the ever-trying business of fashion. She is a multiple Fashion Group International of Dallas award-winner, known by her statement wardrobe essentials including effortless and elegant coats, capes and jackets and jaw-dropping blouses.

Quality is a part of who Garmino is, it is in her DNA. She travels around the globe seeking the most exclusive and comfortable premium fabrics. She approaches them like a specialist – studying their texture, origin, and environment. Her fabric selection includes baby alpaca from Peru, Italian cashmere, Peruvian and Italian pima cotton, French lace and Japanese silk.

Valerie Garmino cares deeply about how animal's fibers are obtained and how people working in fabric production are treated. She maintains an unmatched standard of fair practice, which is one of the most important reasons why she travels and personally hand selects each fair trade and cruelty-free fabric in her line.

Be sure to follow Valerie by visiting [www.valeriegarmino.com](http://www.valeriegarmino.com) or by following her on social media @valeriegarmino.

## **ALISON VOLK**

FGI Dallas's #WCW and late #MemberMonday post highlights one of our newest and most vibrant members, Alison Volk of VOLK PR!

Alison Volk's twenty years of entertainment, fashion and PR experience allow her to present clients with valuable opportunities, resulting in maximized ROI. VOLK PR dedicates themselves to their clients by developing unique, creative strategies to actualize overall public relations and business goals.

Alison worked at Neiman Marcus throughout high school and college. Upon graduation she spent two and a half years living/working abroad in New Zealand, Australia, and Europe.

Alison then moved to Los Angeles, where she worked in event production, global promotions, consumer products and licensing for Sony Pictures Entertainment and MGM.

Drawing from her experience in entertainment and fashion, she went on to manage Tarina Tarantino's showroom and ultimately opened a men's and women's boutique —Volk, his and hers. While owning and operating the boutique, she conducted PR and styling for both designers and talent, segment production and hosting, and business development for city council.

Following 10 years in Manhattan Beach, Alison decided it was time to move home to be near her family. She consulted for local designers (including Abi Ferrin), produced Tailgate with PPW for Superbowl and assumed the position as the Director of Business Development and PR for TOOTSIES.

Alison Volk is a 4th generation Dallasite—her great-grandfather started Volk Brothers department stores in 1880 and her grandfather founded Volk Estates. Alison is very involved with roles in the community and volunteers much of her time to non-profits.

Follow Alison and all of her adventures at @volkpr on Instagram and on Facebook and via her website: [VolkPR.com](http://VolkPR.com).