

# BOUTIQUE COMMS AGENCY ADDS TWO CLIENTS TO PORTFOLIO

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The agency has been tasked with launching Collecting Cars, the world's fastest-growing 24/7 auction platform for collectible, iconic and sporting vehicles in Australia.

Richard Fowler, Head of Collecting Cars Australia said, "We were impressed by Agent99's proposal and PR strategy that went above and beyond the initial brief we gave. Their enthusiasm toward launching in Australia, coupled with their experience in the lifestyle space working with luxury brands confirmed that they were the best fit for this campaign."

Collecting Cars, launched by a team of dedicated car enthusiasts, including British dealer and collector Edward Lovett, has been able to disrupt the global car sales market, and expand to service an ever-increasing demand here in Australia.

In addition to Collecting Cars, the agency has renewed its long-standing partnership with Online Retailer, Australia's premiere and most established e-commerce event that unpacks cutting-edge insights, the latest trends, tech innovation and solutions within the online retailing space. Agent99 will promote the in person Online Retailer Expo and Conference, and the much anticipated ORAIS Awards in 2021, following a COVID-restricted event last year.

Online Retailer Event Director, Matt Smith said, "Online Retailer 2021 is set to be our biggest event to date, so we are delighted to have the support of Agent99 to lead our PR campaign. We have worked with the Agent99 team for a number of years and have always been impressed by the passion, efficiency and results driven approach of the team."

Agent99 Founder and Director, Sharon Zeev Poole said, "We love working with like-minded teams and incredibly innovative brands, so naturally we are thrilled to be expanding our client base with Collecting Cars' luxury vehicles auction platform. Likewise, being able to work alongside e-commerce trailblazers via our work with Online Retailer, is so exciting.

For media enquiries, please contact Emma Tindale at Agent99 on 02 9779 0999 or [emma@agent99pr.com](mailto:emma@agent99pr.com)

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