



**FOR IMMEDIATE RELEASE**

Moda Guild Agency  
Contact: Marisa Ritts  
[marisa@modaguild.com](mailto:marisa@modaguild.com)

## **Moda Guild Launches as a Premier One-Stop Solution for Brands**

*Transforming Ideas into Market Success Through Expert Merchandising, Product Development, Creative Design, and Strategic Public Relations*

**LOS ANGELES, CA [3/10/25]** – Moda Guild Agency, a groundbreaking brand solutions firm, is proud to announce its official launch. Led by a team of industry veterans, Moda Guild offers a seamless, end-to-end approach to brand development—specializing in merchandising, product design, sourcing, manufacturing, and public relations. By integrating these services under one roof, the agency streamlines the journey from concept to consumer, ensuring efficiency, quality, and market success. In today’s fast-paced business landscape, companies of all sizes struggle to balance core operations with the complexities of product strategy, development, production management, and audience engagement. Moda Guild provides an innovative, cost-effective solution, allowing brands to accelerate their go-to-market strategies, reduce operational burdens, and focus on long-term growth.

At the heart of Moda Guild’s approach is **Opportunity Mapping**, a collaborative discovery session designed to identify each brand’s unique challenges and opportunities. This strategic roadmap ensures that every step—from merchandising and design to sourcing, manufacturing, quality assurance, and PR—is aligned for maximum impact.

Moda Guild supports a diverse range of clients, including established brands looking to expand their product lines, entertainers and professional athletes developing signature collections, businesses seeking rebranding solutions, and startups aiming to establish a competitive edge. The agency also specializes in rapid growth management, offering expert oversight without the need for in-house hiring, onboarding, or training.

Jay Talley, a Founding Member of Moda Guild Agency, LLC and an expert in business process outsourcing (BPO) solutions summarized their value-proposition by stating, *"By partnering with Moda Guild, brands gain immediate access to industry leaders with decades of experience in design, production, branding and public relations strategy, without the overwhelming burden of sourcing, hiring, and financially underwriting such an accomplished team of professionals in a traditional employment relationship."* Mr. Talley went on to say, *"We eliminate inefficiencies, reduce costs, and execute with precision—helping brands scale faster and more cost-effectively."*

Moda Guild's leadership team brings extensive expertise across multiple industries, having driven success for globally recognized brands such as Ralph Lauren, Lululemon, Revolve, Rails Clothing, 7 For All Mankind, Guess?, Inc, and Gap Inc. The founding members include:

- **Jennifer DeClark** – Merchandising & Product Development
- **Kathleen Vitali** – Product Creative Design
- **Viviana Garcia** – Product Operations
- **Marisa Ritts** – Public Relations & Publicity
- **Jay Talley** – Client Experience & Corporate Operations

*"At Moda Guild, we don't just follow trends—we anticipate them. Our expertise in design and merchandising allows us to identify white space in the market and create products with real appeal and commercial potential. By seamlessly integrating merchandising, creative direction, product development, and production strategies, we help brands bring compelling, high-quality collections to market with speed and precision."* — Jennifer DeClark, Founding Member, Moda Guild Agency

By streamlining the entire product lifecycle—from design and production to supply chain management and brand positioning—Moda Guild reduces inefficiencies, enhances consistency, and maximizes brand impact. With a focus on strategic execution and long-term success, Moda Guild is redefining the future of full-service brand management.

While Moda Guild is based in Los Angeles, CA, the company plans on initially serving clients throughout North America. Moda Guild Founding Members, along with their network of accredited associate members, will support their clientele in a manner most appropriate, be it fully remote, onsite, or a combination thereof.

For more information regarding the information contained in this press release, please email Moda Guild directly; [info@modaguild.com](mailto:info@modaguild.com). For general information about Moda Guild Agency and their services, visit [www.modaguild.com](http://www.modaguild.com)