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## **PILOT PEN CELEBRATES SIGNATURE STYLE AT NEW YORK FASHION WEEK**

*Pilot is bringing to life the beauty and power of the pen by partnering with designer  
Nicholas K and celebrating 'signature style' at the GBK Celebrity Gift Lounge*

JACKSONVILLE, Fla.- Sept. 10, 2015 - Pilot Corporation of America (Pilot Pen) is 'making writing fashionable again' at New York Fashion Week, with two key initiatives. Pilot's first NYFW initiative is a collaboration with designer Nicholas K, which will bring to life the beauty and power of the pen as part of the creative process and as an accessory. Pilot's second initiative will celebrate the pen as a tool of self-expression as title sponsor of the GBK NYFW celebrity gift lounge. The celebrities, stylists, designers, and fashion influencers who attend the lounge, along with Pilot's Social Media followers, will be encouraged to embrace their personal 'signature style', by selecting their ideal writing instrument from among Pilot's high quality options, and participating in Pilot's charitable '#SignatureCause' initiative.

"At Pilot, we believe that writing instruments are truly tools for self-expression. The right pens can help inspire the imagination, and are integral to the creative process," said Ariann Langsam, Director of Marketing for Pilot Corporation of America. "Think about it: your handwriting expresses more than just your words—it expresses your own personal style. What better way to bring the creative process and personal style to life than through a Nicolas K original dress adorned with the ultra-modern Acroball PureWhite pens, and two edgy harness sling bags adorned with either Acroball PureWhite, or black FriXion Clicker Erasable pens gliding down the runway at the opening show of fashion week. It's a celebration of the power of the pen."

**Nicholas K Opening Show at NYFW, September 10<sup>th</sup> – Skylight Clarkson Square**

For the 2<sup>nd</sup> year in a row, designer Nicholas K has created signature looks featuring Pilot pens in her NYFW runway show collection. The runway dress is a stunning white mini dress was initially sketched with Pilot's Acroball PureWhite pens, which feature white barrels and silver grips, for a modern, striking look. The dress was ultimately applied front and back with over 200 of these Acroball pens.

Truly inspired by the idea that your pen is an accessory, Nicholas K also adorned two of her iconic bags, the 'Brando Pack', with over 150 Pilot pens for her runway show collection. One bag is decorated with the silver and white Acroball pens, and the other is decorated with black FriXion Clicker erasable gel ink pen, Nicholas notes that FriXion Clicker is now her favorite drawing pen, and is an integral part of her design process as it allows her to draw in ink and still be able to erase and make style changes quickly when designing. The FriXion Clicker has been named as 'the official drawing pen of Nicholas K.'

### **GBK Productions Style Lounge at NYFW, September 14<sup>th</sup> – 15<sup>th</sup> – 404 Event Space**

Pilot's celebration of 'signature style' will continue as the title sponsor of the GBK NYFW celebrity gift lounge, where celebrities and media influencers will be encouraged to find out which Pilot pen best fits their own individual personal and writing style. Pens from Pilot's Acroball PureWhite, FriXion Clicker and MR Animal Collection will be on display for GBK lounge attendees to experience at the 'Inspiration Station.'

As part of the gifting and styling lounge experience, celebrities will be invited to use their preferred pen of choice to write down their 'Signature Cause,' the name of their charity of choice. They will then be given the opportunity share a photo of the hand written 'Signature Cause' card on social media using #SignatureCause. The #SignatureCause charity that receives the most engagement via likes, shares, retweets and comments will receive a \$5,000 donation from Pilot in the celebrity's name to their 'Signature Cause.'

**Follow Pilot's adventures at New York Fashion Week on Facebook.com/PilotPen, Twitter and Instagram @PilotPenUSA #SignatureCause**

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## **ABOUT PILOT CORPORATION OF AMERICA**

Pilot Pen's spirit of innovation has always focused on serving consumers' unmet writing needs, making writing a pleasure with exceptionally-designed, smooth writing pens. Widely acknowledged as innovators, Pilot's FriXion Clicker erasable gel ink pen is a new kind of erasable pen that writes smoothly and erases cleanly. FriXion's thermo-sensitive gel ink disappears with erasing friction so you can erase and rewrite repeatedly without leaving behind messy eraser crumbs. Pilot Pen manufactures and distributes from its state-of-the-art facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: [www.pilotpen.us](http://www.pilotpen.us).

## **ABOUT NICHOLAS K**

Shaped around the principal of nomadism, Nicholas K built a brand that could be worn beyond each season and could be integrated seamlessly into the lives of consumers whether it was a busy day at the office, a chic night out or a relaxing weekend getaway. Branded the "Urban Nomad" Nicholas K collection is influenced by the street and the utilitarian brilliance of uniforms to invent a new platform of luxurious everyday sportswear with an urban edge. A member of the Council of Fashion Designers of America since 2009 and opening show of New York Fashion Week since 2011, Nicholas K is consistently featured in the most coveted international publications around the globe including Esquire, Details, Vogue, Harper's Bazaar, Elle, Marie Claire, Lucky, The New York Times Magazine and i-D. Most notably, last year, our "Nova" jacket was selected to appear in the blockbuster movie "The Hunger Games: Catching Fire" and worn extensively by the Oscar-winning actress Jennifer Lawrence herself in the movie.