

indigo rd.

indigo rd. Partners with Echosmith's Sydney Sierota for Spring 2016

February 22nd, 2016 – indigo rd. is pleased to announce a partnership with Sydney Sierota of hit pop band, Echosmith, for their Spring 2016 social media campaign, "Tour Diaries: Motel Chill". For the campaign, Sydney and indigo rd. capture a behind-the-scenes look into Sydney's life as a traveling musician finding inspiration in unexpected places.

Sydney's traveling trendsetter style complements the indigo rd. ethos "*Stay True to Your Path*" and as a performer, she embodies the youthful, fun and adventurous spirit of the brand. As indigo rd.'s spring social brand ambassador, Sydney will be featured on their social media channels and website. Additionally, she will host a one-day Instagram Takeover of the brand's social account, promote brand giveaways as well as share her "tour diaries", a personal look into her life on tour.

"I like music to feel both effortless and fun, and that's how I feel about my style too. I thought the shoes were fun and perfect for spring," said Sydney.

Inspired by her free-spirited style and impactful social media presence, indigo rd. deemed Sydney to be the perfect social campaign partner.

"We can't wait to give our indigo rd. girl a sneak peek into Sydney's life on tour through our style lens. In light of festival season and the indigo rd. girl's love of music, it was a natural step for us to collaborate with a musician," said Shanya Perera, Senior Director of Marketing and PR for indigo rd.

indigo rd. will unveil campaign images on their social channels beginning late February using the hashtag #tourdiaries.

About indigo rd.:

Inspired by a rich American heritage and the desire to wander and discover, indigo rd. reflects a journey. indigo rd. offers a complete assortment of wanderlust-inspired boots, booties, sandals and flats with a youthful, laid-back sensibility. The brand embraces a muse who is brave, adventurous, eclectic, expressive, free-spirited and an authentic representation of its mantra "stay true to your path". indigo rd. can be found in department stores nationwide.

About Sydney Sierota:

Sydney Sierota the lead singer of multi-platinum selling band Echosmith on Warner Bros. Records has taken the pop music scene by storm. At just 18 years old she has played sold out shows across the planet and recently signed to Wilhelmina Models in NYC. Sydney is now ready to make her mark in the fashion world in 2016.

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Hi-res image available:

<https://www.dropbox.com/sh/sq1a7plzhehifr6/AAC6R1igAGuoeVqINgFoHiZYa?dl=0>