



About Matte PR

Matte PR is a full-service PR firm based in Toronto at the intersection of the fashion, interior design, tech, real estate, nonprofit and hospitality industries. We create meaningful relationships with media and industry stakeholders, helping clients educate target customers on their brand.

Our fashion clientele ranges from iconic Canadian fashion institutions like Toronto Fashion Incubator and INLAND, and brands like Ahiri, OkayOk, Hania Kuzbari Jewelry Designs and more. Matte PR chooses to work with companies led by industry leaders delivering best-in-class products and services. We holistically look at a client's business from every angle and create campaigns to achieve their profile-building goals. Our initiatives and activations are made to be remembered.

About Heidi Ruggier, CEO and Founder, Matte PR

Heidi is an expert at identifying and creating engaging, newsworthy client opportunities. Her work focuses on building meaningful relationships with media, influencers and industry leaders in Canada.

As CEO and founder of Matte PR, Heidi motivates audiences to participate, share and talk about the clients Matte PR represents. Her strategic approach and strong media relationships drive the agency's success.

Mentorship is a pillar at Matte PR, and Heidi regularly donates her time to organizations such as Toronto Fashion Incubator and Toronto Metropolitan University's Fashion Zone. She is on the Program Advisory Council at The School of Fashion at Toronto Metropolitan University.