

POTENTIAL CONTENT COLLABORATION WITH JULIA HOBBS

CHARLES & KEITH

JUNE 2024

# Potential Media Friends Of House Collaboration

This content collaboration deck serves as an introduction on what are the types of visual and written content CHARLES & KEITH would like to explore with fashion editor, Julia Hobbs. Varieties of content on a seasonal basis elevates the brand to new heights of relevance and resonance, leveraging and synergizing on Julia's extensive fashion expertise and media influence and branding it as a media friends of house.

Hobb's personal style resonates well with CHARLES & KEITH's FW24 collection, making her a suitable fit for the upcoming season. Her alignment with the brand's aesthetic creates a two-way street of productivity, where her style complements the collection and enhances its appeal.

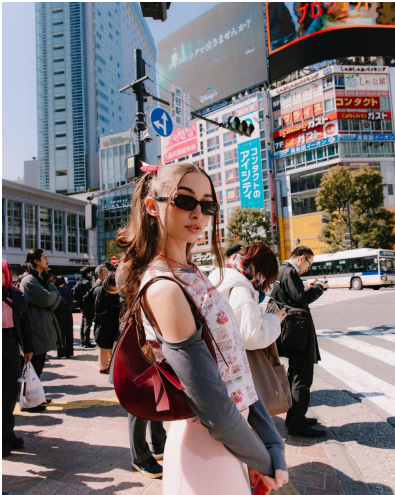


2021/2022



Kat Collings Wolf  
Editor of Who What Wear  
<https://www.instagram.com/katcollings/>

2023/2024



Kayla Curtis  
Creative Editor of Hypebae  
[https://www.instagram.com/kayla\\_ce/](https://www.instagram.com/kayla_ce/)

2024/2025



Julia Hobbs  
Fashion Features Director of British Vogue  
[https://www.instagram.com/juliahobbs\\_/](https://www.instagram.com/juliahobbs_/)

# Season Persona F/W 2024

This season’s girl envisions the essence of being free-spirited, unconventional and cool. The modern biker archetype is fueled with speed and power, with a touch of femininity. She embodies a girly girl with a fearless attitude. The season confronts the evolving definitions of girlhood and what qualifies someone as a girl, high heeled boots on a rocky graveled ground.



# Deliverables

Posting Month	Content
July	<b>Single brand Mention:</b> Invited Wimbledon Goers Interview
July	<b>Single brand Mention:</b> Fashion blog article on current trends + video backstory
Early Aug	<b>Single brand Mention:</b> Office content (Photo carousel/Office Essentials Video)
Late Aug	<b>Single brand Mention:</b> Fall/Winter Collection Commentary
Sep	<b>Single brand Mention:</b> Fashion Week driven content



Fall 2024 products

Per fashion season:  
4 x short lead videos on Julia Hobbs’s IG/TikTok  
3 x images  
1 x written blog post on charleskeith.com

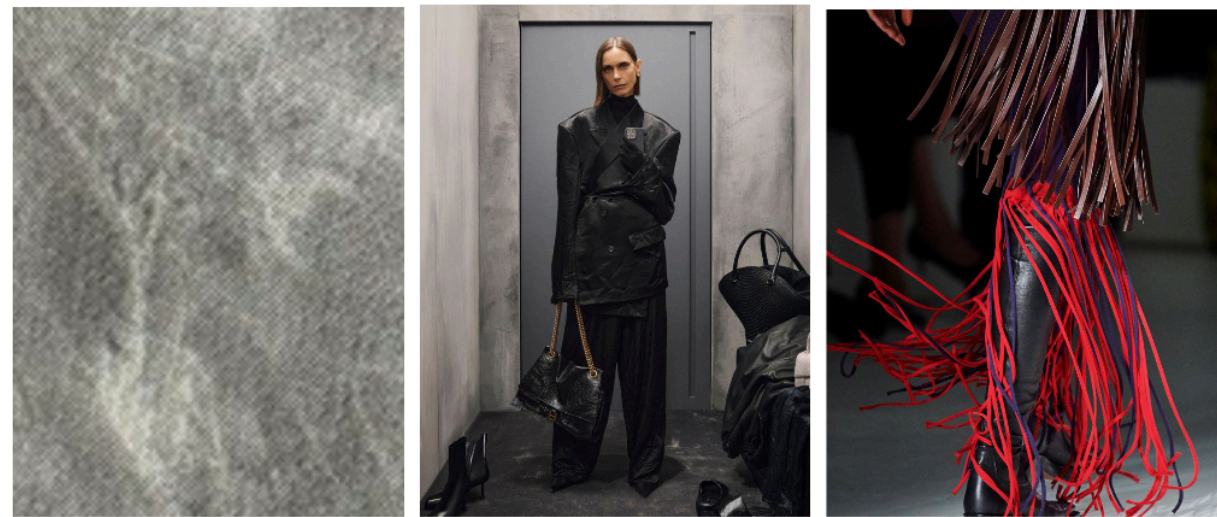
# Personalized Organic Seeding



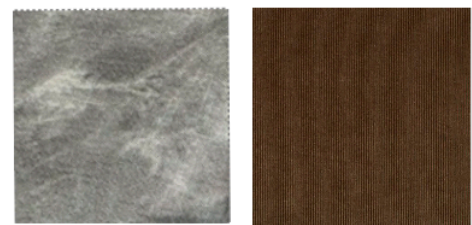
Potential gifting options that resonates with Hobb’s style to create content

# Fall/Winter Moodboard Direction

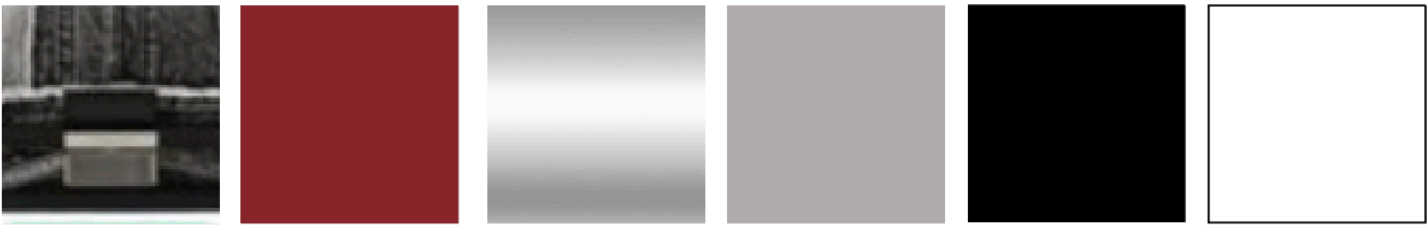
Concept: Sublime – an ode to the biker girl. Free-spirited, unconventional and cool



PRIMARY



SECONDARY



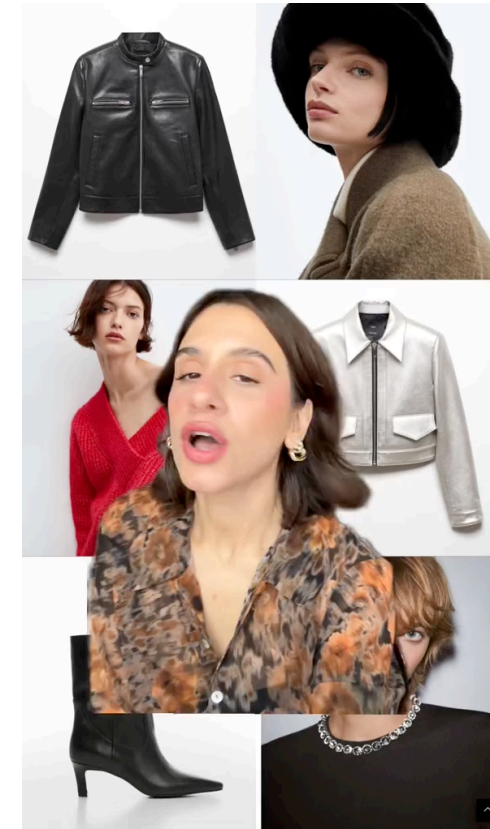
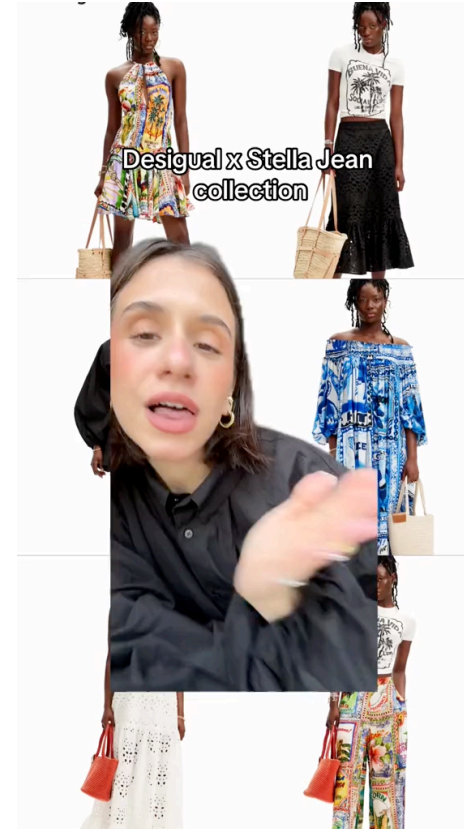
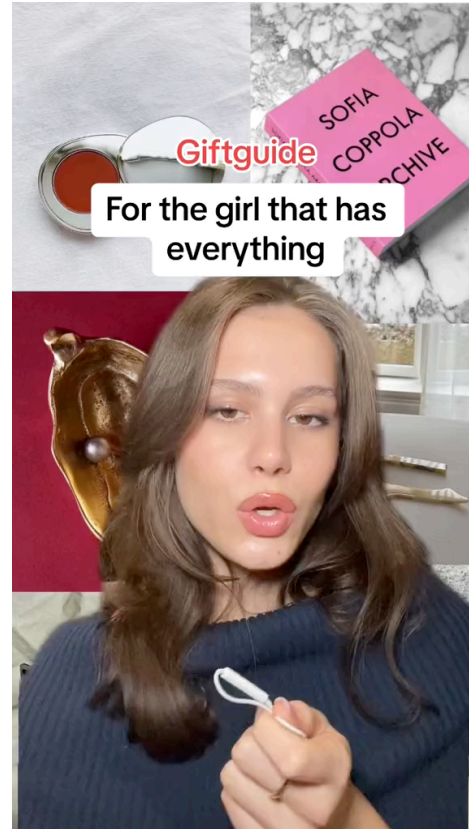
## Short Lead Video Content Angles

*Single brand mention: A concised trend predictions/gift guide suggestions/current fashion collections using visuals from our website, social media or even your very own images*

*Purpose: To share insights from a fashion expertise POV and elevate content commercial value*

*Topics to explore:*

- Fall Essentials
- Season's Footwear guide
- Gift Guide For The Fashion Girlie



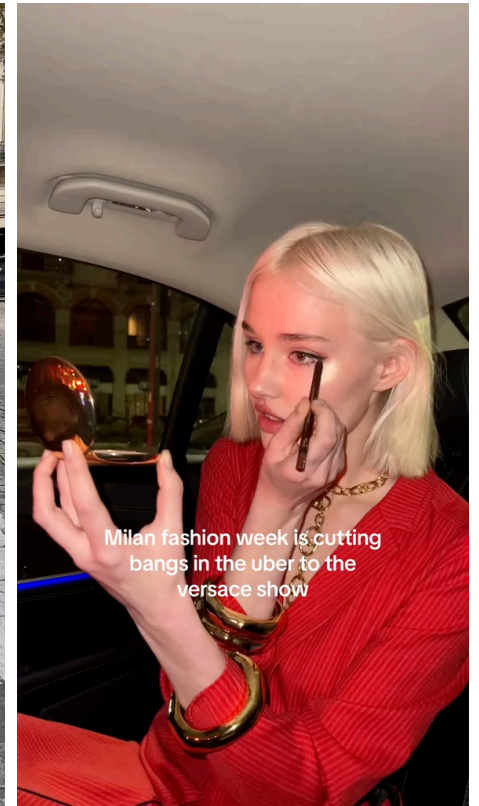
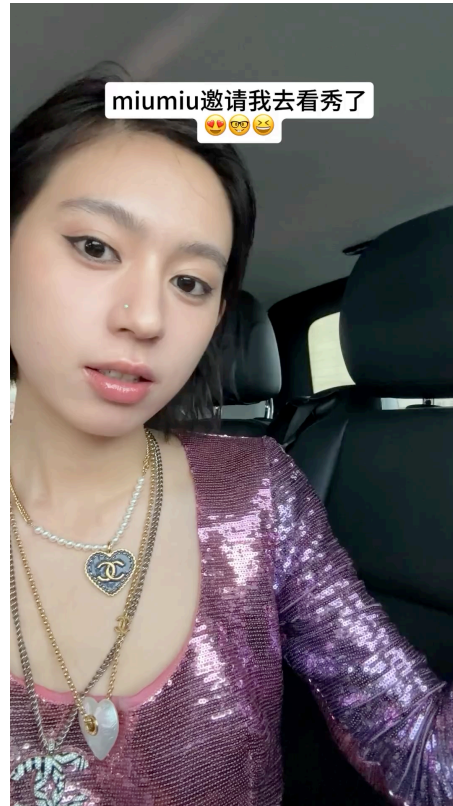
## Short Lead Video Content Angles

*Single brand mention: Fashion week driven content featuring outfit rotations/GRWM/street interviews*

*Purpose: Leverage relevance to illustrate the personal significance of fashion week in your career.*

*Concepts to explore:*

- Get Ready With Me For Fashion Week In 5 Minutes
- Fashion Week Reality Vs Expectations



## Upcoming Supported Fashion Shows



*PH5 For NYFW*



*Grace Ling For NYFW*



*Chet Lo For LFW*

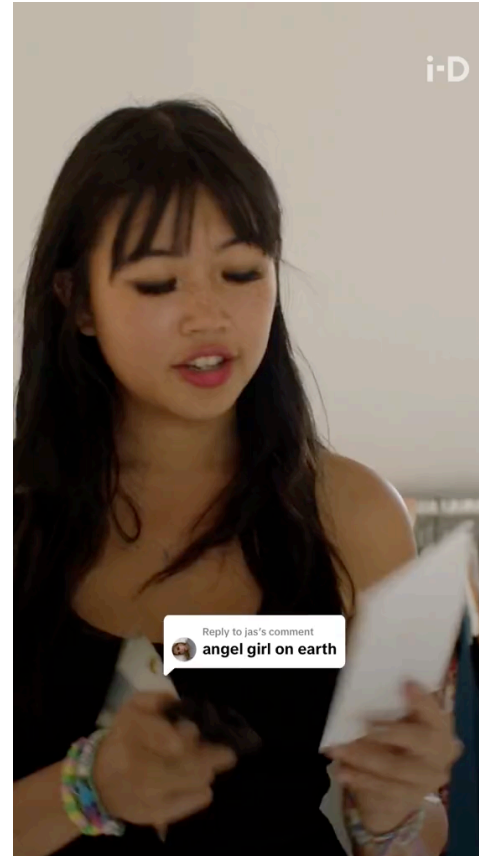
## Short Lead Video Content Angles

*Single brand mention: Press kit content: Unboxing of products + a series of interview questions*

*Purpose: Getting to know more about Hobb's personality and add a personal touch to content line-up.*

*Potential questions:*

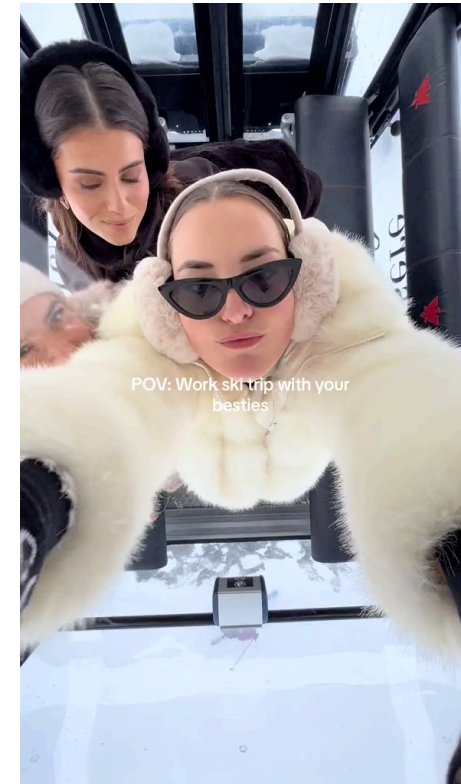
- Name 1 fashion trend you hate
- Skinny jeans vs skirt over pants
- What was the last thing you ate?



## Short Lead Video Content Angles

*Multi brand mention: Travel series pack with me/get ready with me/what's in my essential bag. Ideal for press trips and winter ski resort season.*

*Purpose: Strengthening CHARLES & KEITH's travel content angle and brand ourselves as travel friendly*



## Short Lead Video Content Angles

*Single brand mention: Office related content topics such as 'Come with me on my office lunch break in London'/'5 Fashion Career Advice I wish I knew'/'Follow Me To Work As A Fashion Editor'*

*Purpose: To let audience have a glimpse into the life of a fashion editor in a fun, educational take*



Come with me on my office lunch break in NYC.




Come to work with me as a **fashion editor**

come to work with me at a fashion media company as a social media editor

# Guest Contributor on The Stories

Single brand mention: Personal narration of fashion trends you love at the moment or other relevant written stories with similar story angle. Fashion advice on careers/office wear for fresh graduates etc can also be explored.

Purpose: To introduce personalized content from a media personality




V Vogue

**"If You Know Exactly What You're Searching For, It's Out There To B...**

By Julia Hobbs, Laura Hawkins

Behind every great vintage collector stands a great wardrobe, bursting with...

1 week ago



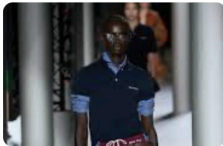
V Vogue

**EmRata Is Your Anti-Perfect Messy Bag Muse**

By Julia Hobbs

Can mess ever be chic? As fashion embraces its untidy side, EmRata discovers possibility, pleasure and...

1 month ago



V Vogue

**This Is The Year Of The Boat Shoe. Here's How To Style It**

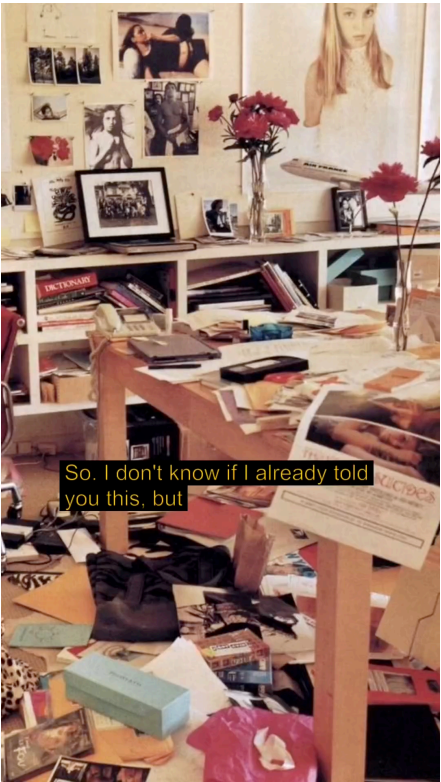
By Julia Hobbs

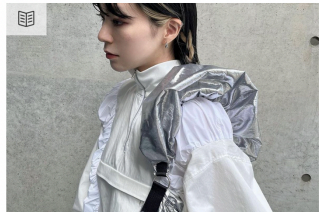
We're in the midst of a collegiate style wave with deck shoes making a 2024 comeback. Here, Vogue...

1 month ago

>


Feedback






**Design Capsule: Young Women's #SoftUtility A/W 24/25**

02.07.24



**Design Capsule: Women's Knitwear & Jersey City Living A/W 24/25**

02.07.24



**Design Capsule: Young Women's #PrettyExtravaganza Party A/W 24/25**

02.07.24

Trend content prediction for AW24 by WGSN

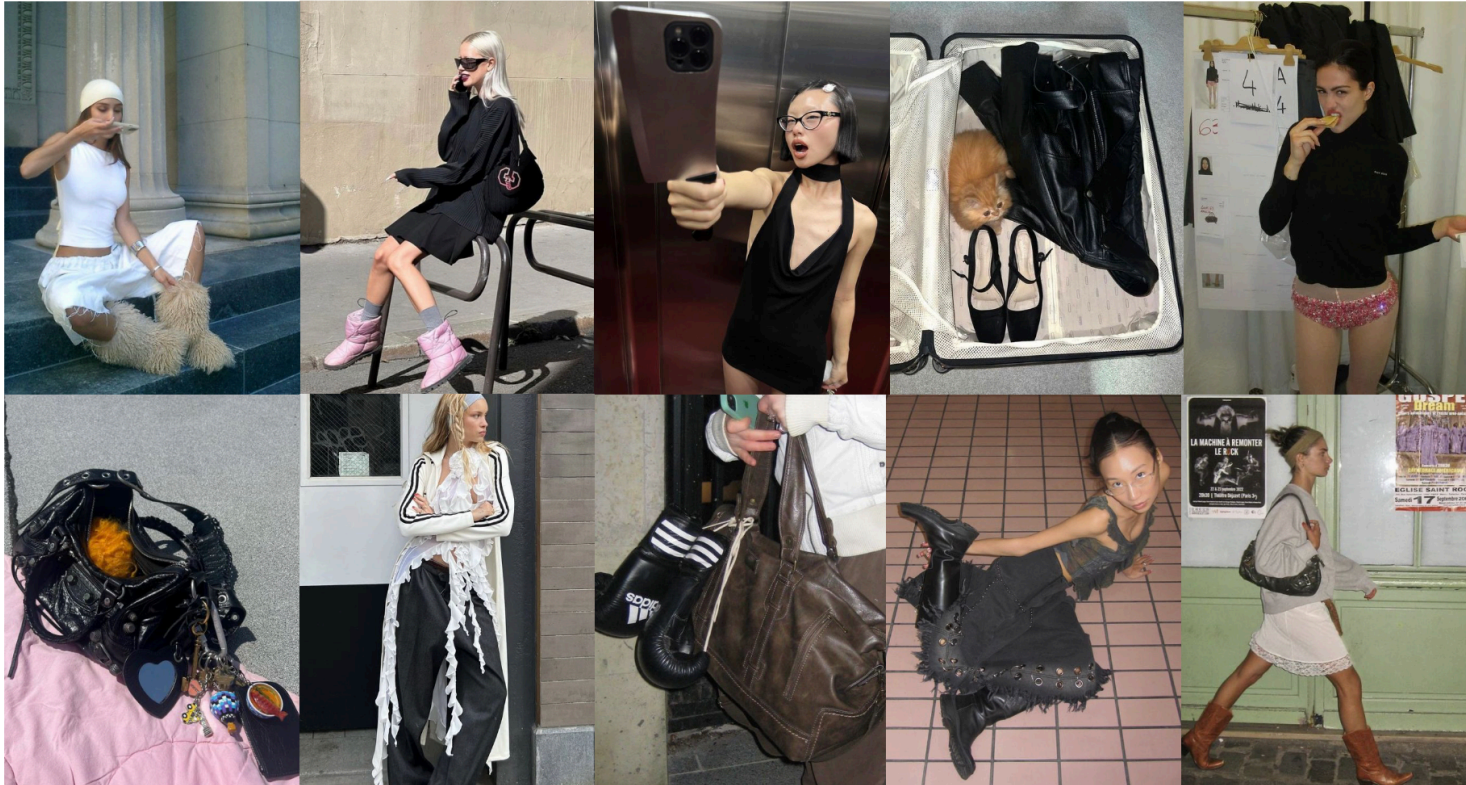
## Image Direction

Fashion-forward imagery presenting the editor's lifestyle and wardrobe as a source of inspiration. These images can be converted into longer form assets on the brand's touchpoints.

**Keywords:** Elevated, Modern, Fringe, Denim, Leather, Biker Girl, Cool, Effortless, Enroute Girl

**Concept:** Sublime - An ode to the Biker Girl: free-spirited, unconventional and cool

**Locations:** Office, backstage, on the streets



## Past Relationships With Fashion Editors – Kat Collings

Kat Collins, editor of Who What Wear (<https://www.instagram.com/katcollings/>)

### Objective:

Maintain our relationship with influential, mature fashion figure by offering inspiration through showcasing how an editor integrates our products into fashion week

### Approach:

Tapping on Kat's style and fashion expertise, expanding our reach in the UK market.



## Past Relationships With Fashion Editors – Kayla Curtis

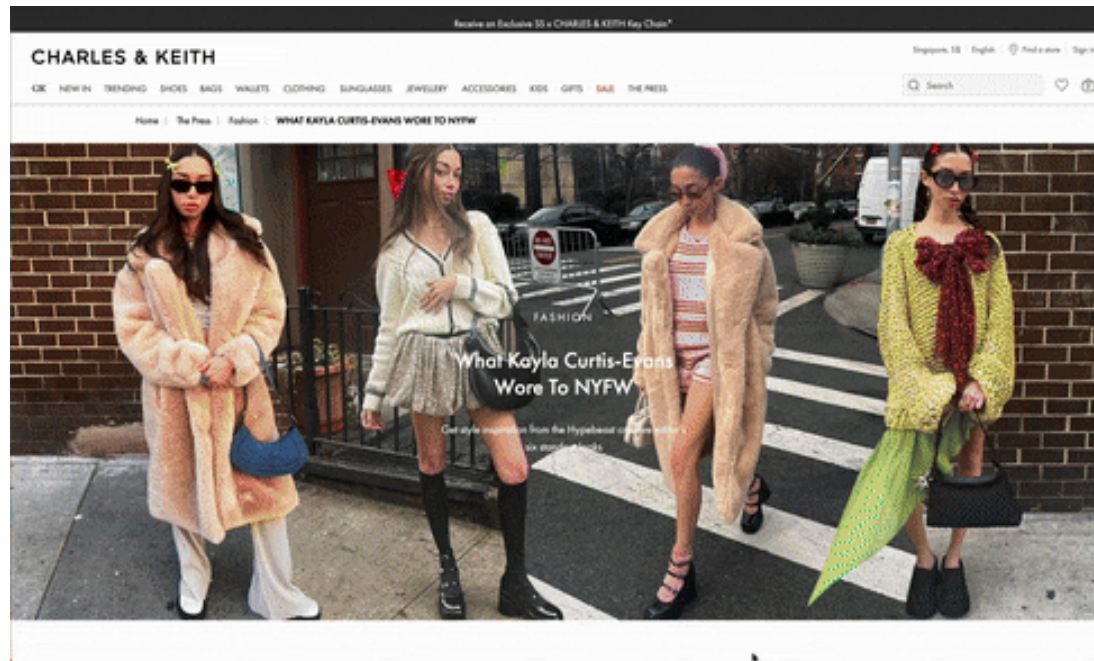
Kayla Curtis Evans, creative editor at Hypebae ([https://www.instagram.com/kayla\\_ce/](https://www.instagram.com/kayla_ce/))

### Objective:

Enhance our rapport with influential, younger fashion figures by offering inspiration through showcasing how an editor integrates our products into her daily work routine.

### Approach:

Leveraging on Kayla's fashion expertise and events, strategically positioning assets across CHARLES & KEITH's touchpoints.



## Past Relationships With Fashion Editors – Kayla Curtis

Kayla Curtis Evans, creative editor at Hypebae ([https://www.instagram.com/kayla\\_ce/](https://www.instagram.com/kayla_ce/))

### Presented opportunities

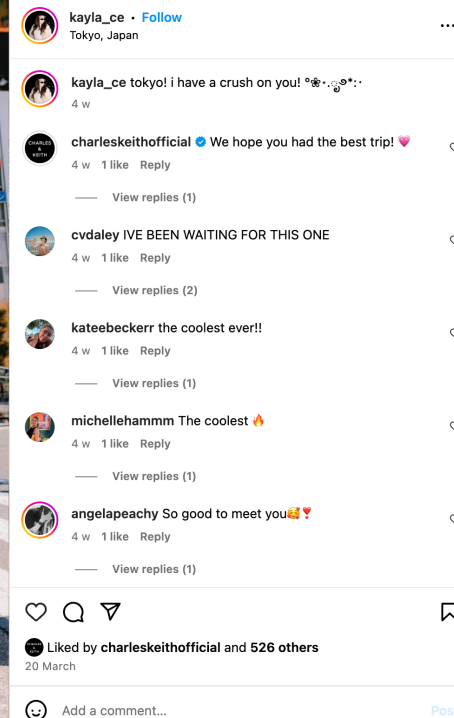
-Invitations for press trips:

Shibuya, Tokyo, for the opening of CHARLES & KEITH's new store

Gangnam, Seoul, for the new store launch and SS24 feature

-Gift seeding for:

Street style content in SS24 & FW24



**Your ideas and feedbacks are welcomed.**

**THANK YOU**