

LAUR WEEKS



MEDIA KIT

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LAUR IS A PREMIER LUXURY CONTENT STRATEGIST AND CONTRIBUTING WRITER IN NEW YORK CITY. WITH ALMOST A DECADE IN THE FASHION INDUSTRY, LAUR HAS GAINED RECOGNITION VIA HER PASSION FOR QUALITY WORK AND A DIVERSE GLOBAL INFLUENCE. HER CONTENT CREATION AND STRATEGIC CONSULTING CLIENTS INCLUDE LUXURY BRANDS SUCH AS KZ_K STUDIO NEW YORK, LAUNCHMETRICS, AND OTHERS.

HER PAST TITLES INCLUDE LEADERSHIP AS EDITOR IN CHIEF OF NO ALIBI MAGAZINE (2024-2025) AND FASHION EDITOR AT RESIDENT MAGAZINE (2023-2024). **SHE IS CURRENTLY EDITOR & COFOUNDER OF THE FASHION ATLAS.**

ABOUT LAUR



FOLLOWING

INSTAGRAM FOLLOWERS

14K

YOUTUBE SUBSCRIBERS

5K (PRIMARY)

TIKTOK FOLLOWERS

6K

AUDIENCE

AGE RANGE: YOUTUBE

60% 18-34 YEARS

LOCATION: YOUTUBE

42% US (NYC BASE)

GENDER: YOUTUBE

85% FEMALE



LUXURY - RUNWAY FASHION - INTELLECT - AESTHETIC - WARMTH



THEMES

AESTHETIC + CREATIVE PRODUCTION

ENTREPRENEURSHIP

RUNWAY

ARCHIVE FASHION

LUXURY LIFE

TRAVEL

AUTHENTICITY

WARMTH

EDUCATED OPINIONS

Sharing educated & honest takes on luxury lifestyle through a self-made entrepreneurial lens.

Owner of multiple businesses, aiming to inspire: aesthetic, aspirational. Living in Manhattan.

BRANDS I'VE WORKED WITH



MAISON MARGIELA

LAUNCHMETRICS

KZ_K STUDIO NYC

PRADA BEAUTY

VALENTINO BEAUTY

FEAR OF GOD

TESTIMONIALS

"SOMETHING ABOUT THIS FEELS SO NEW...AND YET SO FAMILIAR. A MASTERPIECE."

MAISON MARGIELA FRAGRANCES @MAISONMARGIELAFRAGRANCES

SOCIAL MEDIA CAMPAIGN FOR MAISON MARGIELA'S NEW FRAGRANCE "BY THE FIREPLACE," 2024. CREATIVE DIRECTED BY LAUR WEEKS AROUND THE CONCEPT OF STORYTELLING AND MYSTERY THROUGH FRAGRANCE SIGNATURES.



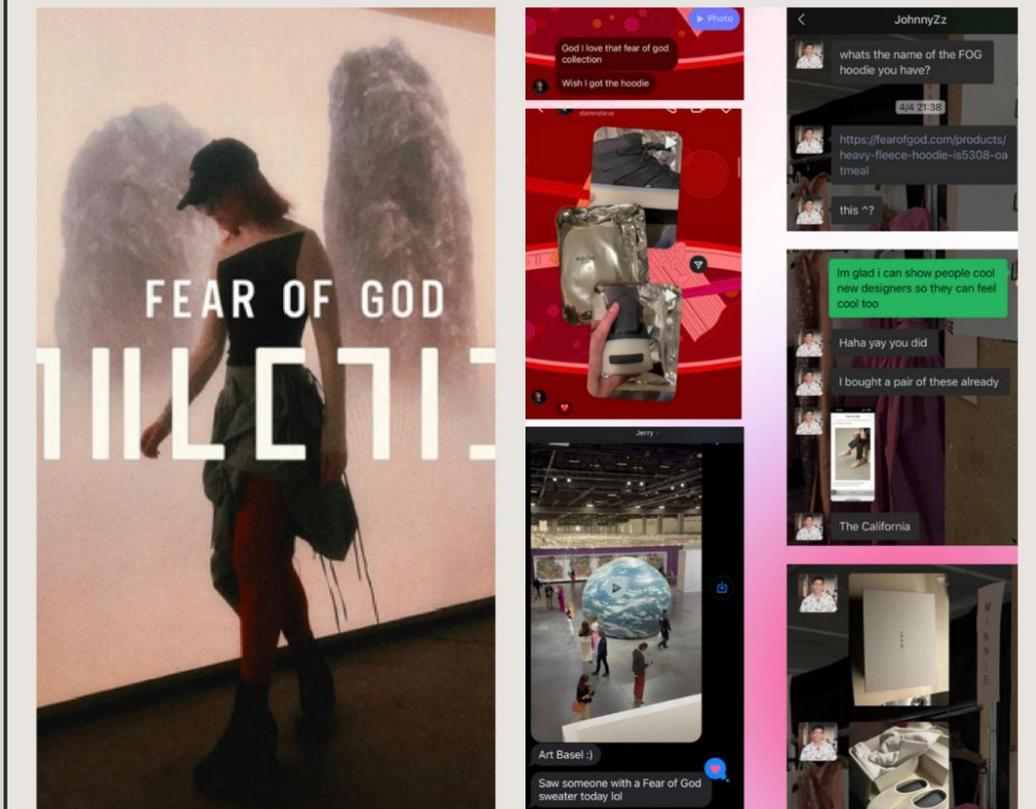
CASE STUDY

FEAR OF GOD ATHLETICS (LAUNCH EVENT APPEARANCE)

THE GOAL: DRIVE ENGAGEMENT FOR NEW LAUNCH OF ATHLETICS LINE & EVENT APPEARANCE AT NYC INVITE-ONLY POP-UP

THE DELIVERABLES: 1 PROFESSIONAL QUALITY PHOTOSHOOT, 1 ARTICLE PUBLISHED, 1 FEED POST

THE RESULTS: BRAND SALES ON LAUNCH, BRAND RECOGNITION AND REPUTATION INCREASED WITH NEW AUDIENCE, NEW REPEAT CUSTOMERS, NEW FANS OF THE BRAND, HIGH-DOLLAR PURCHASES





RATES

*PLEASE NOTE RATES ARE APPROXIMATE AND WILL BE BASED ON YOUR
CUSTOMIZED CAMPAIGN NEEDS. USAGE SEPARATE AND NEGOTIABLE.*

INSTAGRAM FEED / \$450
INSTAGRAM STORY / \$60
YOUTUBE SPONSOR / \$250
MEDIA COVERAGE / \$500
EVENT APPEARANCE / \$150

BRAND CREATIVE & CONSULTING
INQUIRE VIA EMAIL



CONTACT

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PLEASE ALLOW MY TEAM 1-2 BUSINESS DAYS TO
REVIEW INITIAL OUTREACH AND PROPOSALS.

IF URGENT, PLEASE NOTE IN SUBJECT. THANK YOU!

LAUR & MANAGEMENT