

CONTENT CREATION MEDIA KIT

# Laur Weeks

@LAUR.WEEKS



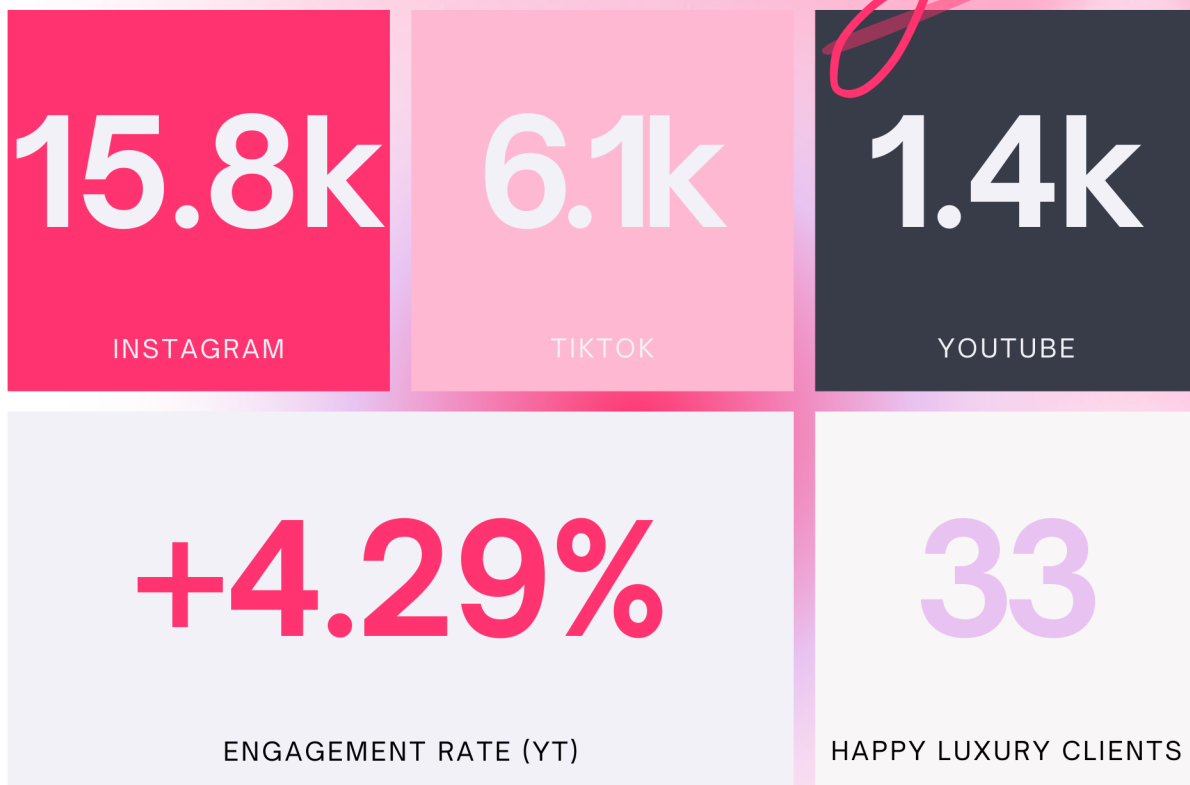
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# At A Glance

As a creator and decade-long fashion industry veteran working with luxury designers and brands, I place very little value on inflated vanity metrics such as non-targeted followers and bot likes. In fact, I actively remove spam or automated accounts each month from my following, and remove any followers outside of my target audience in fashion for this reason. I value true results and driven sales with a trusted positive reputation for my partners.

My audience trusts me to only partner with and post clients that align with my own branding and quality standards. I have worked with brands such as Maison Margiela, Prada, Ralph Lauren, Fear of God, Save the Duck, Urban Decay, and more on professional-grade campaign imagery, and driven sales for these brands. I encourage you to take a look at the case studies in this packet, featuring results for some of my happy clients!

I am proud to say I have many repeat clients on multiple campaigns, and am grateful to be a trusted partner to these household names for high-quality reliable work and results-driven campaign results.



**Metrics recorded as of April 2024.**

# Metrics

## YouTube

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**Subscribers 1.44k**

**CTR 3.8%**

Last month, focus was on daily Shorts in a niche to grow an audience and reach new eyes. This saw success, with a CTR of 3.8% and 88.7% traffic from Shorts to the channel and a spike in subscribers, prepping for success in new long form videos in upcoming months.

**Niches:** fashion, beauty, GRWM, fashion styling, pink hair, pink aesthetic, Fashion Week runways, Asian style trends, fashion editor life, NYC lifestyle, Irish dance, retired dancer, K-pop dance, girl talk

Impressions 6.0K

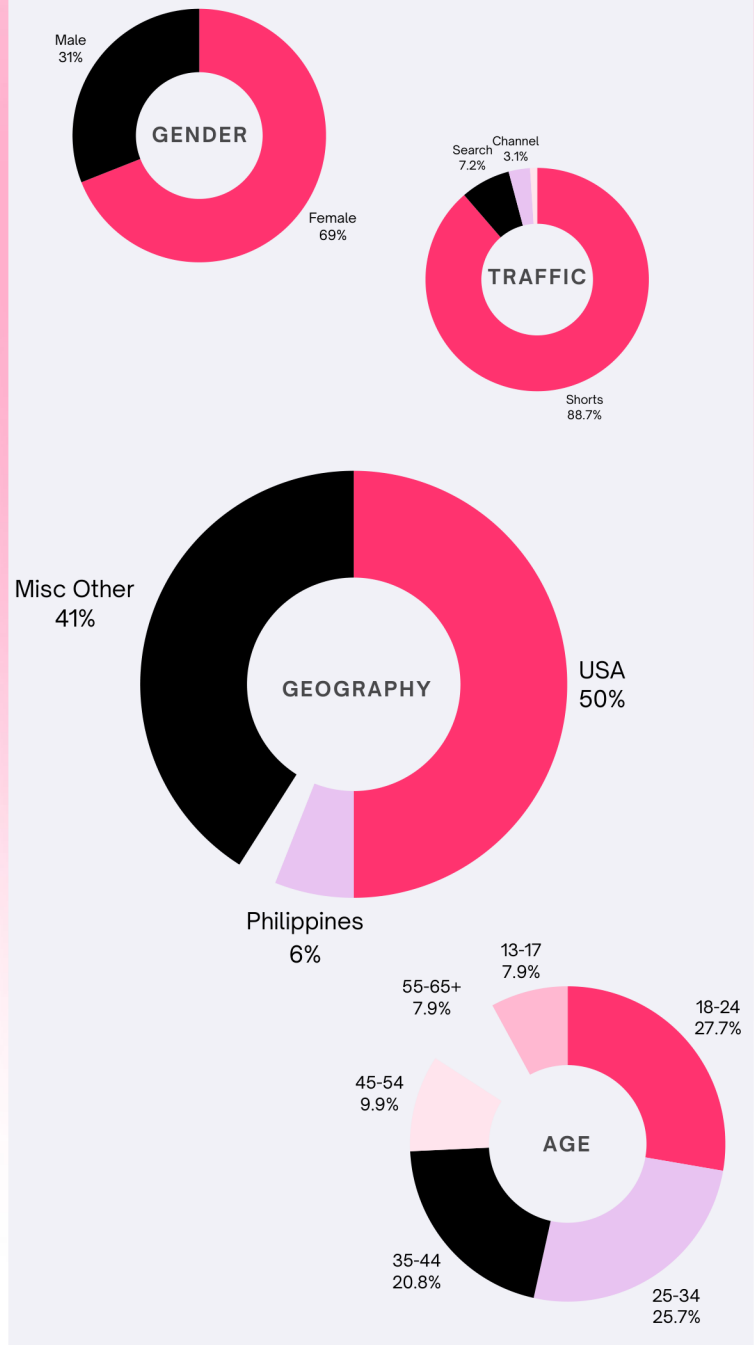
Click-through rate (CTR) 3.8%

Views from impressions 226

Average view duration 0:35s / 102% of Shorts

Watch time from impressions (hours) 2.21

Note: All above metrics based on 28 days statistics.



# Metrics



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**Followers 15.8k**

**Top Location NYC**

Last month, a focus was on Reels via day in the life mini vlogs and targeted designer outfit GRWM to increase engagement in Instagram's dry algorithm period for all creators. This resulted in increased engagement from prior month and high post comments and saves.

**Niches:** fashion, designer brands, New York City lifestyle, fashion editor lifestyle, beauty, Asian style, Fashion Week runways, GRWM, luxury and slow fashion, working in fashion industry, pink hair

Top city NYC (16% of reached audience)

Impressions 48.8k (+29.2% from prior month)

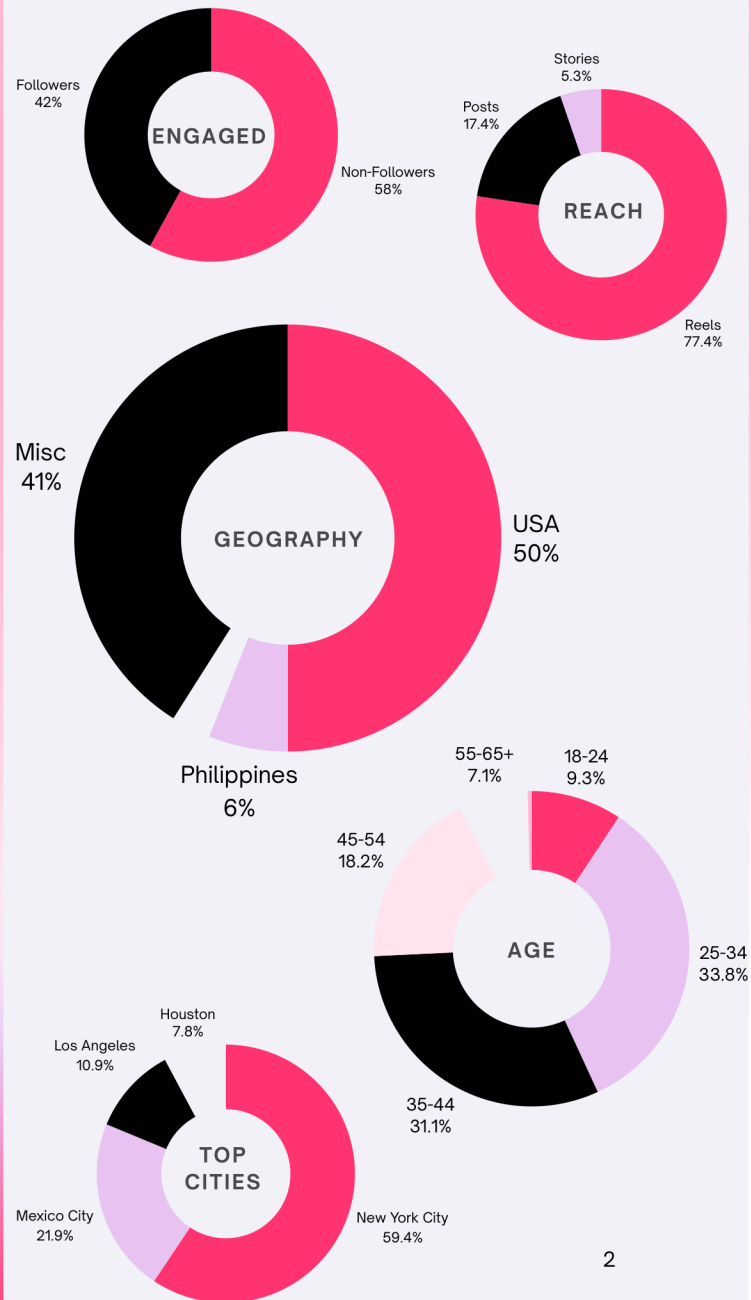
Reach 18k (+122.8% from prior month)

Accounts engaged 875 (+39.6% from prior month)

Content interactions 2.1k (+84.6% prior month)

Broadcast channel members 100

Note: All above metrics based on 30 days statistics.



# Metrics

# TikTok

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**Followers 6.12k**

**Likes 139.9k**

Last month, the aim was to reignite consistency and interest after a hiatus. This saw increased engagement, looking in future to break through to a larger audience via targeted video formats. Locality and city focus is strong; interactions growth is high and on-target.

**Niches:** fashion, designer brands, New York City lifestyle, fashion editor lifestyle, beauty, Asian style, Fashion Week runways, GRWM, luxury and slow fashion, working in fashion industry, pink hair

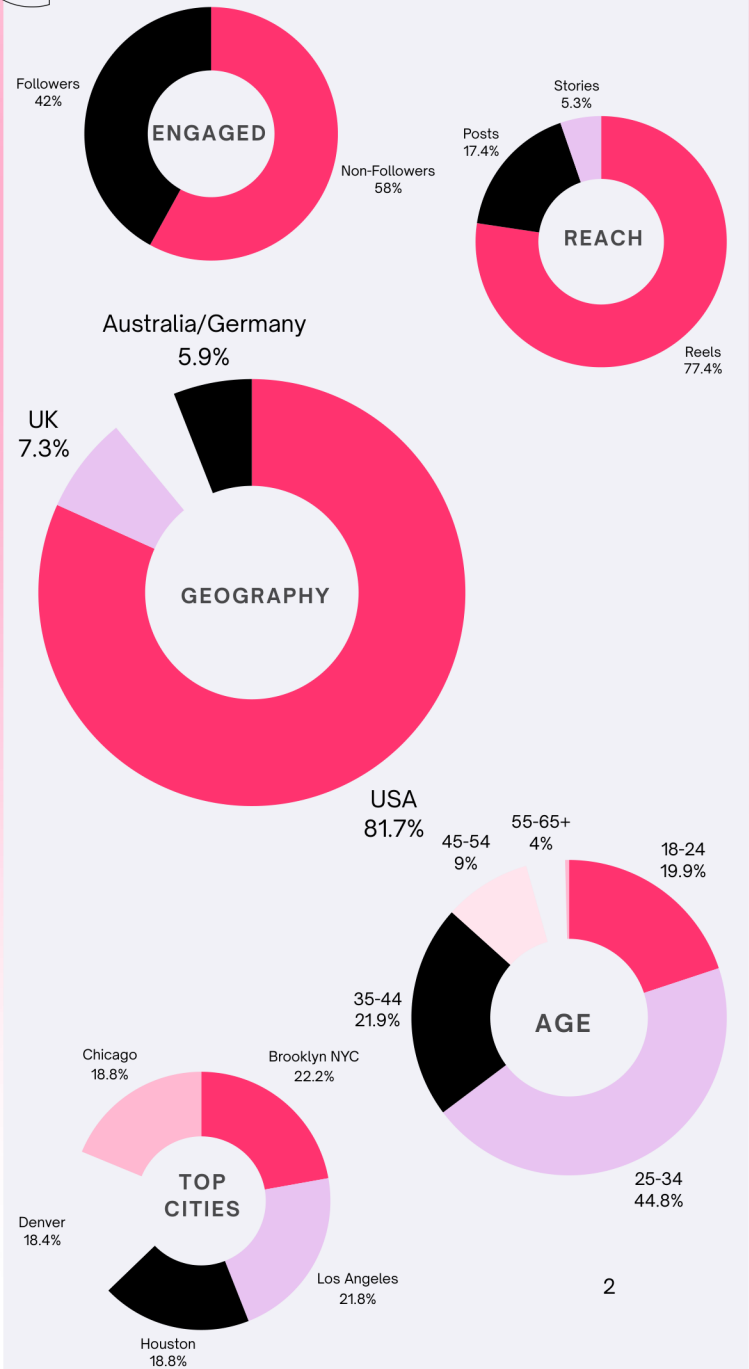
Top city NYC (Brooklyn)

Video views 3.0k (+175% from prior month)  
 Unique viewers 2.13k (+195% from prior month)

Like count +663.6% from prior month

Profile views 88 (+63% from prior month)  
 Content interactions 271 (up high from prior month)

Note: All above metrics based on 30 days statistics.



# Case Study A

## Fear of God Athletics



1

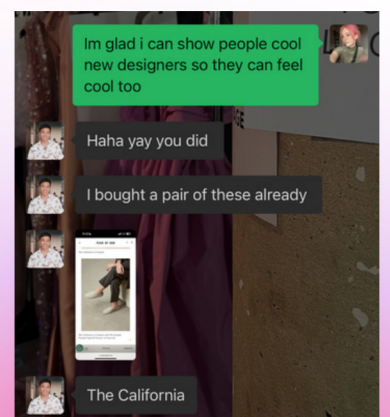
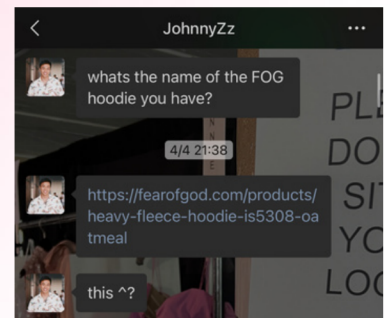
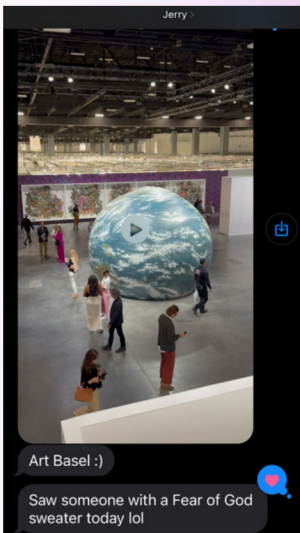
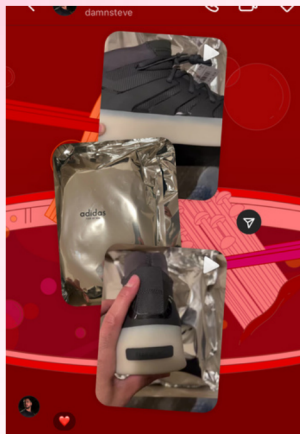
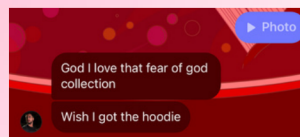
**THE GOAL:** Drive engagement for new launch of Athletics line & visit NYC pop-up

**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

- 3 immediate high price-point sales for the brand (\$300+)
- inspired high interest in new collection & external site visits
- built new long term customers and new brand awareness

2



# Case Study B

## Maison Margiela Fragrances



1

**THE GOAL:** Drive engagement for new fragrance lines to the designer brand

**THE DELIVERABLES:** 1 professional quality video or photoshoot posted to feed each

**THE RESULTS:** Organic genuine audience engagement and a positive reputation for this designer towards a quality product. Repeat client for four campaigns thus far.

- high quality creative campaign imagery from professional network
- repeat happy client, 4x partnership with each new collection launch
- drew attention to brand in a fresh way for valued organic engagement

2

*“Something about this feels so new...and yet so familiar. A masterpiece.”*

Maison Margiela Fragrances  
@maisonmargielafragrances

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Maison Martin Margiela  
PARIS

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# Let's work!


Thank you for taking the time to read this report and your interest in working together with Laur. If you have any questions or would like to discuss further on your campaign goals or potential client list, please don't hesitate to reach out to us at the below:

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