



// ABOUT PROJECT //



OBJECTIVE

Engage fashion savvy fans, critics, designers and style conscious consumers.

STRATEGY

Cultivate a social environment and build a brand presence during New York Fashion Week. Create the Town and Country Atelier merging beauty with editorial and target consumers with highly shareable content via social channels.

RESULTS

OVER **>1M** SOCIAL MEDIA IMPRESSIONS

MORE THAN **>4M** PINTEREST IMPRESSIONS



TOWN AND COUNTRY // NY FASHION WEEK // ATELIER POP UP

