



DIGITAL MARKETING



Facebook Page Name

OUTER SMART

Final project

Facebook Ads Campaign

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Overview >



About Us

Our Features

Our Mission

Strategy

Biggest Sale

Conclusion

Outstanding
Innovation
Management



Aldenaire & Partners

About Us!

Feel free to reach out to us for further information!

Casual Day Out

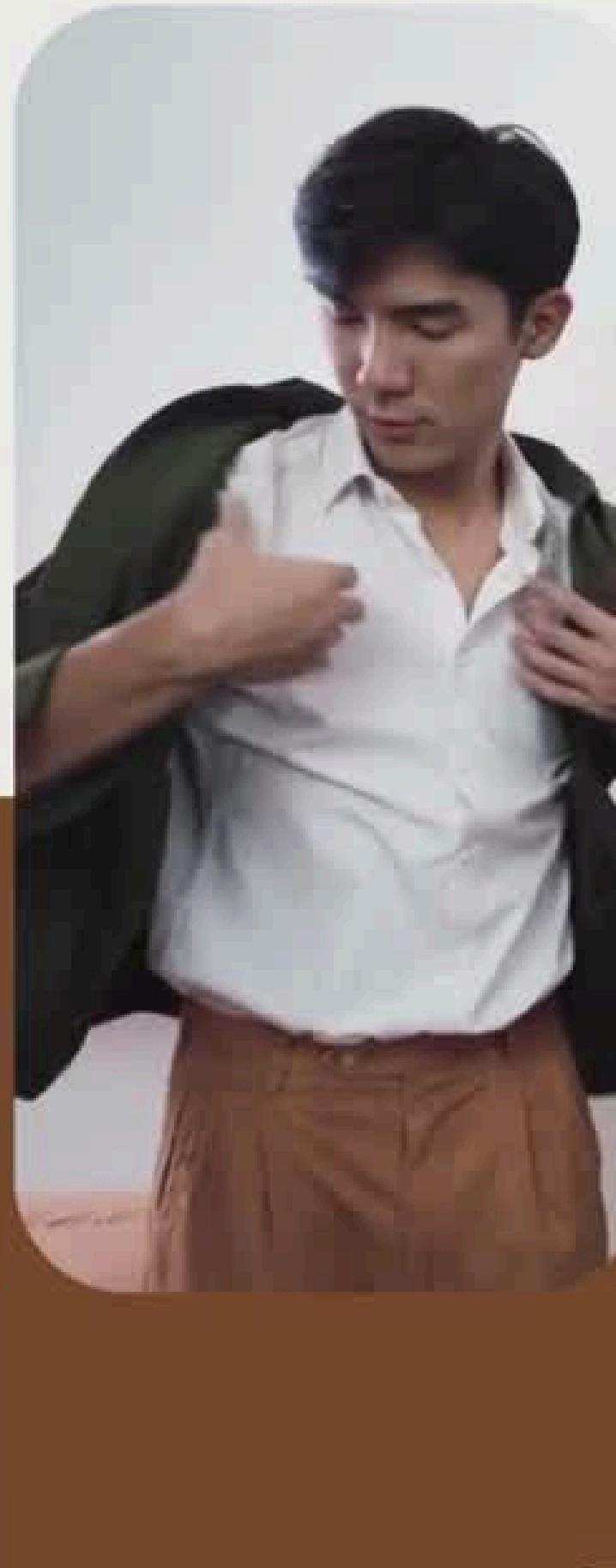
Smart Casual

Weekend Comfort

Weekend Vibes

Office Ready

Casual Chic



IT'S NOT
ABOUT THE
BRAND,
IT'S ABOUT
STYLE



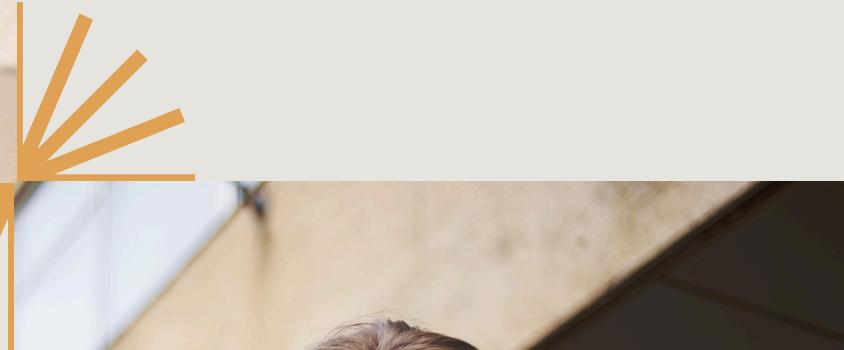
WHAT IS FASHION?

“Fashion is more than just clothes; it’s a powerful form of self-expression. It reflects our personalities, cultures, and even our moods.

“Fashion is a form of self-expression (creativity) and self-rule (autonomy) at a particular period and place.

👗⭐ "Fashion fades, style is eternal." ⭐👠

*outer
smart*



❤️⭐ Personal Expression

🌐 Cultural Influence

♻️ Sustainability

- It has to do with the latest trends
- It refers to popular ways of dressing during a specific time or era



OUTER SMART

FEATURES OF US

01.

CLOTHES

02.

FRAGRANCE

03.

BEAUTY PRODUCT

04.

FOOTWEAR

...

WHAT IS STYLE?

Style refers more specifically to a person's particular way of expressing themselves.

- In the fashion world, “style” is a common shorthand for “personal style.”
- It is about how an individual expresses themselves through aesthetic choices, such as their clothing, accessories, hairstyle, and how they put an outfit together.

66

FASHION IS AN
ART AND YOU
ARE THE CANVAS

SMART OUTER SMART
SMART OUTER SMART

MAKE SURE YOUR
STYLE REFLECTS
YOUR LIFESTYLE
AND FEELS
COMFORTABLE



THE KEY DIFFERENCES

#1 – INDIVIDUAL VS. COLLECTIVE

Personal style is something that belongs to an individual. It is a means of self-expression – how they dress and express themselves is their style.

Fashion has to do more with the global trends and the fashion business/industry.

#2 – TIMELESS VS. TRENDY

Style is timeless, while fashion is timely.

A fashionable person always thoroughly follows the newest trends and wears designer clothing.



❄️🌟 Winter Vibes are Here! 🌟❄️

*As the temperature drops and the snowflakes start to fall,
it's time to embrace the beauty of winter!*

☁️🌟 Winter Fashion Alert! 🌟☁️

As the chill sets in, it's time to elevate your winter wardrobe!





CONCLUSION

Even though the line between fashion and style is still blurry, we can say that “the fashion industry deals with the prevalent styles of the present.”



- Fashion houses hold fashion shows to highlight clothing that articulates a vision for the future of fashion
- Fashion bloggers, editors, and influencers react to that vision and respond accordingly with their own ideas (or, style)
- Retailers collect all that information and use them to sell clothes to the public





OUR MISSION

- Get interested in knowing more about releasing your inner fashionista?
- We are fashion gurus that will professionally help and guide you with everything about being a fashionista – finding a signature look, understanding proportions, and more

**“FASHION IS WHAT
YOU BUY,
STYLE IS WHAT
YOU DO WITH IT”**



WHERE TO REACH US

Studio

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QR CODE



OuterSmart





REFERENCE

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- 🌐 <https://www.namecheckr.com/>
- 🌐 www.goqr.me
- 🌐 www.canva.com
- 🌐 www.canva.com



"Style is a way to say who you are without having to speak."

— Rachel Zoe



“***Thank you all for your time and attention today.***

Have a great day!

You can connect with us

<https://www.facebook.com/profile.php?id=61567631036853>



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