

The CONTOUR of LUXURY

We Speak
to the World
...of Luxury



The Contour of Luxury© is an online luxury brands and services blog in a sleek magazine format. The intent of The Contour of Luxury is to build mutually beneficial relationships with individual brands and services in the luxury realm. We work with the decision makers of established brands, as well as polished and exquisite up and coming brands, to masterfully create and present feature interviews in a most favorable way.

about our founder & editor-in-chief

Alexis Day is the blogger, Editor-in-Chief, CEO and Publisher behind the emerging blogAzine™ The Contour of Luxury©. A forward thinking creative and steadfast entrepreneur, Alexis is a luxury influencer and brand strategist who lives and designs to the beat of her own drum. She specializes in bringing something untapped to her branding strategies and marketing concepts to attract apropos audiences for brands. As the Founder and Managing Director of Alexis Day Agency, a boutique brand strategy and PR agency with a central focus on helping companies with high-end products and luxury services. Alexis' niche specialty is to develop strategies that help catapult brands into the forefront of their industry.



reason to associate & be featured by us

We have structured The Contour of Luxury to provide a center stage platform for select brands to share the key points of their products and services that may not otherwise be emphasized or featured by other outside media sources, which typically write what they themselves want to publicize, not what the brand wants to specifically accentuate. This is our differentiator, and our benefit to brands that we feature. In essence, as a blogAzine™ we don't write in the traditional article format, but rather Alexis writes a commencing blog statement about a featured person or brand and provides a Q&A to the individual or brand. Our Q&A is where the individual or brand is given latitude to state what they would like to give prominence to. We provide a certain flexibility to our interviewees to work with us regarding any edits needed in our Q&A to suit their brand's agenda and that fit within our blogAzine's™ framework objectives and standards.



Audience and Reach:

400k⁺ - engaged international audience of affluent influentials.

56 - countries

60% - residing in the United States.

Reader Profile:

Female 55% Male 45%



brands we've worked with

- ◆ Madame Methven Lingerie
- ◆ Gulfstream Aerospace

- ◆ Lamborghini Auto
- ◆ Lamborghini Champagne

- ◆ Dr. Garth Fisher's Biomed Spa
- ◆ May Lindstrom Skin



“Thankful for gracing the cover of the debut issue of The Contour of Luxury and very honored to stand proud next to my dearest friend Alexis Day. Not only a beautiful, powerful and intellectual woman but a true inspiration to me.”

-Kaila Methven



“I saw the first issue and I must say I think my interview, photos and presentation was simply wonderful. I want some plastic surgery now myself thanks to you. I think I'd like to send out a mailing to my patients to publicize the blogazine as well as the JP article. Again, job well done and congratulations and thanks,”

-Jon Perlman, M.D.



*“Thank you Alexis! I really enjoyed the finished product.
Good luck with your impressive blogAzine!”*

-Johnathan Behr



“Alexis, Thank You so much.”

-Ronald Goldberg, President/CEO Alliance Capital Corp
Lamborghini Champagne



benefits

We have partners who share our publication with their luxury audiences, which provide additional exposure to new and relevant audiences for luxury brands.

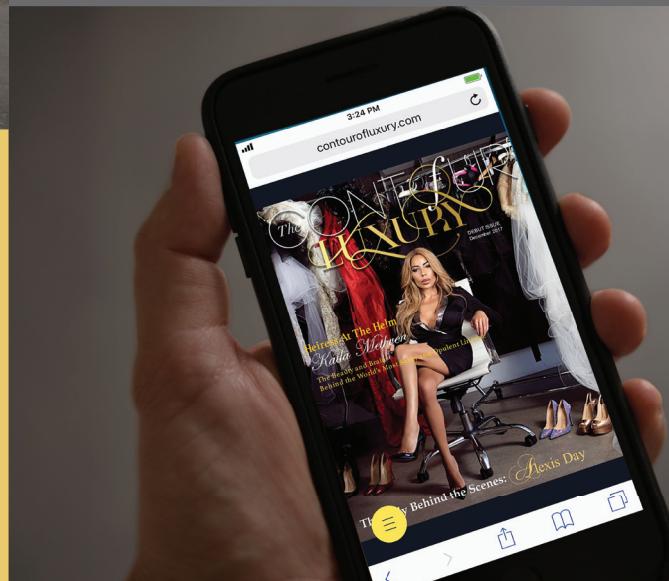
In all businesses there is the constant need to remain relevant, draw in new consumers and increase revenue. Exposure to new and relevant audiences, as well as showcasing current brand information to loyal audiences is one of the most useful paths to take in brand growth and success.



Be Featured

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