Target Demographic

Professionals

Educated

Hipster Sub-Culture

Both sexes

18-35

+50 000/year

Operating Budget Starting off is $100/month

Marketing Plan

Social Media -> Twitter and Facebook

Email Newsletter -> Build Mailing List

Features of Other blogs and being featured on other blogs

Hosting $40/month

Stories

Shorts

Belts

Shoes

Suits

Weekly features just like GQ ten essentials

Help Needed

Female Fashion Guide

IT and software/app development

Photographer

Marketing Rep

Mission Statement

Style isn’t fashion is a weblog, guidebook and resource whose main goal is to provide high quality information on the latest trends as well as aid with the development of our readers personal style. We view ourselves as partners with our readers along the quest for discovery of a unique personal style.

^- Need to Refine this

What type of style and for what age. 18-25? Students

25-35? Young Professionals

Reasonably priced clothing?

Can get rid of about page