

kelreport

Media Kit





WHO WE ARE

KelReport is in business to find the best fashion and lifestyle products Vietnam has to offer. Catering to an affluent and style conscious readership, it is KelReport's mission to search out the latest collections and hottest lifestyle trends in line with our discerning readers' needs. We don't believe in editorial fluff, we believe in providing an honest and altogether human approach to fashion and lifestyle and we do this by focusing solely on the product itself, together with well researched, entertaining content in both English and Vietnamese.

WHAT MAKES US DIFFERENT

Everyone is busy; they often don't have time to pore over exhaustive articles during the average working day, which is why KelReport concentrates on producing short, easily scannable features, preferring to let the product and the user do the talking. Our product centric approach applies to every area of our coverage, including fashion, beauty, food, leisure and wellness and going out. Visual impact is important to what we do at KelReport, which is why we have a dedicated studio and a team of photographers in place to shoot each product from an innovative and creative perspective with every attention to detail.



OUR READERS

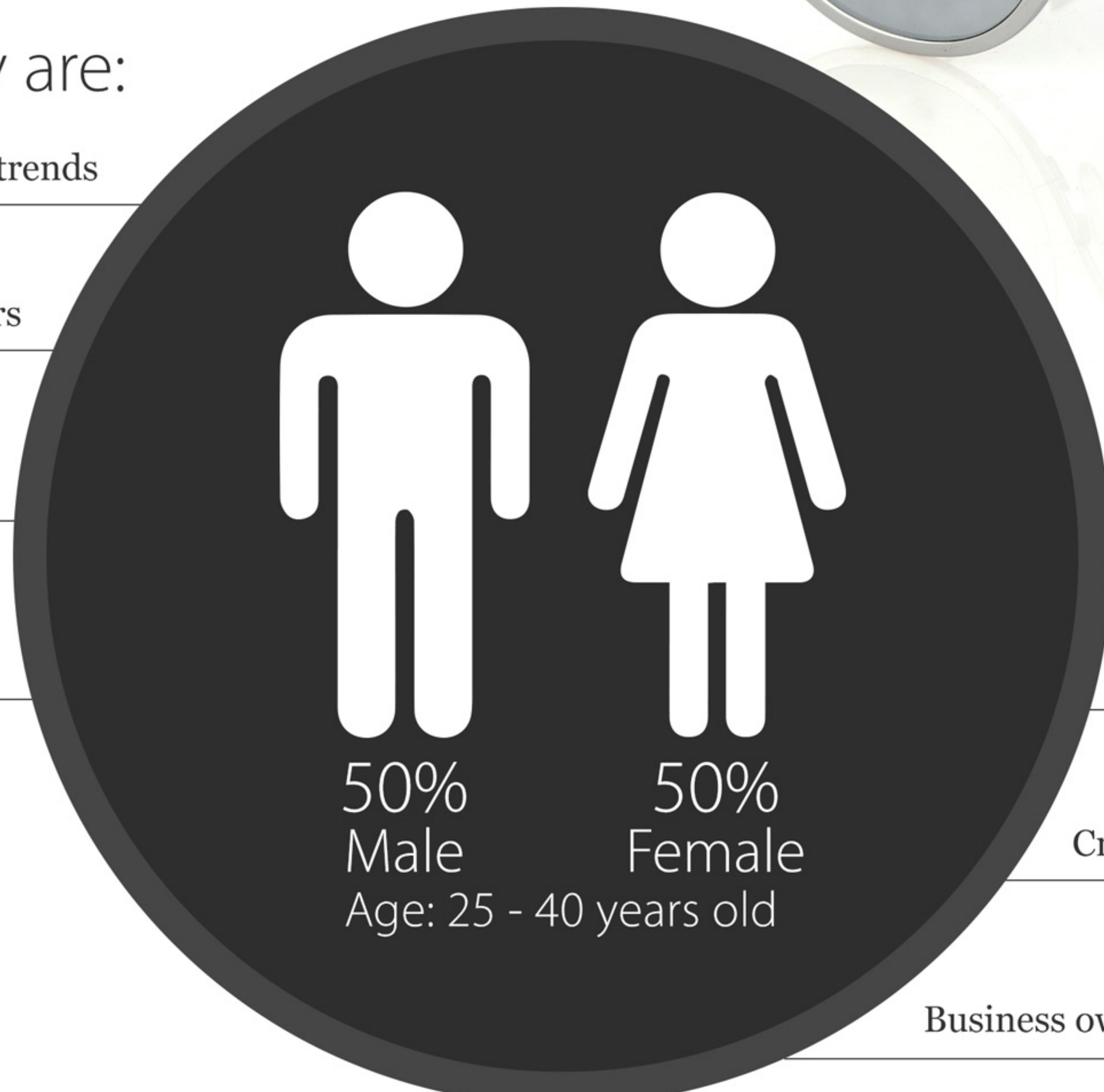
They are:

Aware of seasonal trends

Affluent but discerning consumers

Looking for the newest collections

Informed and expect the best quality the city has to offer.



Occupations:

Executives

Young professionals

Creatives

Business owners





SOCIAL NETWORKING

An interactive user experience is vital to bringing readers back again and again. To this aim, a social networking element has been added to KelReport which enables users to like, dislike and state whether they will buy, or have already bought a product they have seen on the website. By clicking the buy options, the product will automatically be added to their closet/wardrobe where other users can comment on their choices.



WHY BRANDS LOVE US

For marketers and design houses, these options allow them a significant tool in discerning the popularity of each item as well as the reach of KelReport within their market. Marketers will be able to easily track the response to all of their products, with a constantly updated report including the number of viewers and a breakdown of the total number of likes, dislikes, will buy and bought-by age, gender and occupation. A series of pie charts will then be generated for each item complete with all statistics per item all of which will be included in each product report.

FASHION THE CHUNKY ELEGANCE OF SMUTHII

DECEMBER 5TH, 2013

WHERE TO BUY

ESTELLE DÉVÉ

[Click for more details](#)

Price: 2.419.000 VND

EDITOR'S NOTE:

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EMAIL PRINT

Post by Ms Reichel Belcher

20 COMMENTS [\(view all\)](#)



Kelvin To on June 30, 2012 at 5:17 PM

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LATEST PICKS



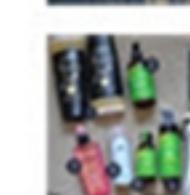
Summer/Spring 2013
Trend: Thick Eyebrows



Overalls Are Back with a
Vengeance



Homemade Face and
Hair Masks



Summer/Spring 2013
Trend: Thick Eyebrows

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Kelvin To
Founder/Publisher

Born in Vietnam, raised in Singapore and a Northumbria University (UK) graduate in Fashion Merchandising and Marketing, Kelvin To was posted to Asia for his first position at Phillips-Van Heusen in Hong Kong. Despite enjoying the fast paced world of fashion, he soon realised that the Internet was his true passion. This brought him back to Vietnam in 2004 where he became VietnamWorks.com's first Marketing Manager, a job that would ensure the company's position as Vietnam's number one recruitment website.

After a series of high ranking positions across a range of web companies, Kelvin is currently the regional head of a technology company operating in e-gaming in the Philippines, where he lives full time. Kelvin, a shopaholic himself set up KelReport under DWM as his latest venture to provide a product-centric fashion and lifestyle website with personality and a human voice. Also, he hates reading long articles.

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