

• The Blonde Salad

Target Market
• 18-35
• Europe, USA
• FEMALE
• TRENDY
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INSTA-FAMOUS
• Harvard Business school
• 2015 1st Blogger on VOGUE magazine
• featured in Dior, Guess

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Logo

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**LIFESTYLE
BRANDING FOR THE
ELITE**

- TRAVEL
- FOOD
- EXOTIC RESORTS
- PERSONAL CARE



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Chiara Ferragni, wearing a white t-shirt, black leather jacket, jeans and Chiara Ferragni Collection shoes and the other wearing a Chanel total look. • CHANEL EARRINGS

- CHANEL SUIT
- CHANEL MAKEUP
- EXPENSIVE, LIFESTYLE BRANDING

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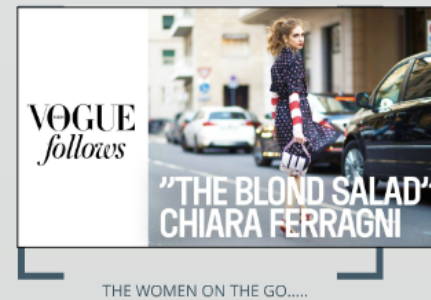


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