

WAYF

Vol. 1

influencer

strategy

marketing

@flamcis



Who **we** **are** Designer, Meredith Fisher, continues to bring affordable luxury to the contemporary market with her label, WAYF, short for, 'Where Are You From'. It was during a high school internship with designer Jennifer Nicholson that the Kentucky native's designs were picked up by Los Angeles boutique, Satine. Within weeks Fisher's color blocked silk dresses had caught the eye of celebrity stylist Rachel Zoe, and fashion's societal muses, the Olsen Twins. With the buzz generated by Satine, Fisher launched her first WAYF collection. In its first seasons, the collection was picked up by retailers around the world including Barneys, New York, Intermix, and Lane Crawford. Fisher incorporates the design philosophies that were at the foundation of this first collection in her expanded lifestyle brand, WAYF. The line is the perfect addition to every fashion savy wardrobe.

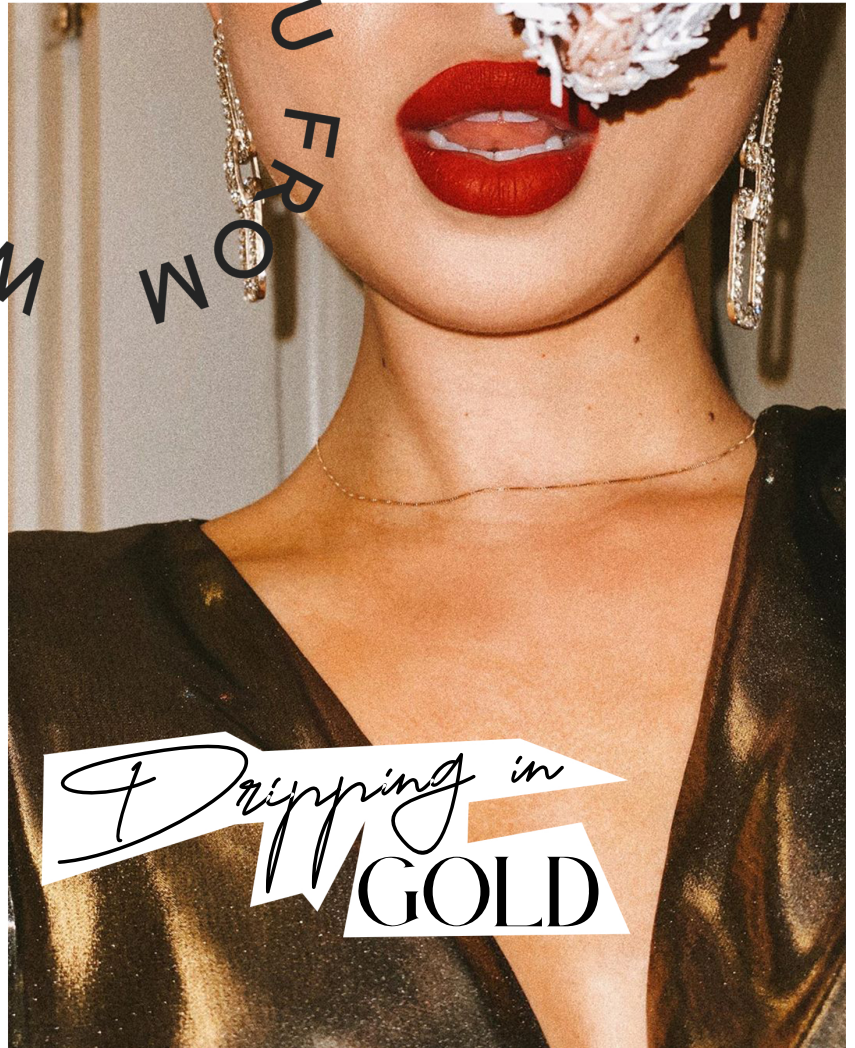
1. **NEW USERNAME, WHO DIS?**
@WAYFpr is now @WAYFclothing!
In an effort to make our digital presence more consistent we changed our Instagram username! Say hello to @WAYFclothing, your favorite new IG to follow!

WHERE ARE YOU FROM

- DIVERSITY**
A top priority for WAYF is to continue to add more diversity to our influencer program. We have built great relationships with amazing women across the country and are committed to continue to add more diversity to our influencer program in 2020. Stay tuned for some exciting partnerships coming up this year!

**ideas,
breaking
news, and
latest
trends.**

2.



3.

ORIGINAL CONTENT

Get ready to see more original content from WAYF! We are putting content creation at the top of our 2020 to-do list and we can't wait to share more from our future photoshoots with you. Keep reading for a sneak peek of our latest lifestyle photoshoot!

4.

COLLECTION EDITS

Each season throughout 2020 we will feature top influencers 'edits' of their favorite pieces from each collection. Get ready to see their favorite pieces as they boast their WAYF collection edits throughout the year!

CAPSULE COLLECTIONS

We are collaborating with influencers to design capsule collections inspired by their personal style. Stay tuned to see which of your favorite influencers come out with their very own WAYF collection!

5.



WHO'S WEARING WAYF





WHERE THE

Wild

THINGS ARE

@anastasiasouris

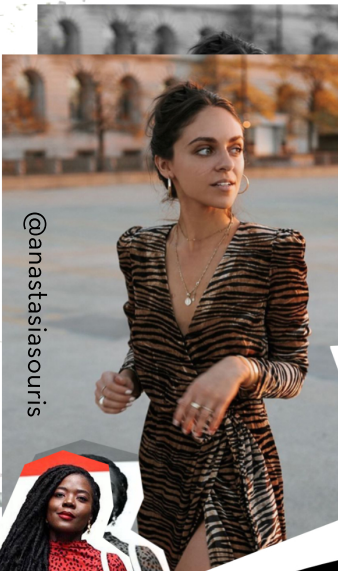
@simplycyn

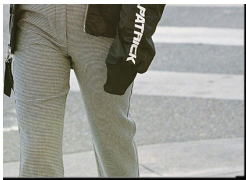
@brenna_anastasia

@ohsoglamblog

@oliamajd

cold
blooded





Foss
Fabe

@ellenvlora



SUIT UP.



A woman with dark hair and a gold necklace is posing against a dark, textured background. She is wearing a long-sleeved, knee-length dress with a vibrant floral pattern in shades of red, pink, and blue on a dark background. She is holding a small black handbag in her right hand and has her left hand raised to her forehead. The text 'Brenna Anastasia' is written in a large, white, serif font, with 'influencer' and 'spotlight' in a smaller, white, cursive font. The word 'Anastasia' is in a bold, white, sans-serif font.

Brenna Anastasia

influencer *spotlight*

Question & Answer

Q: What fictional character would you want to hang out with?

A: Blair Waldorf from Gossip Girl

Q: If you could only eat three things for the rest of your life, what would they be?

A: Rigatoni, Chicken Fingers and French Fries

Q: What do you eat for breakfast?

A: Green Smoothie or Green Juice

Q: If you could spend three months anywhere where would it be?

A: Paris

Q: If you had a superpower, what would it be?

A: Invisibility so I can eavesdrop ;)

Q: What is something your social media followers don't know about you?

A: I used to be a Graphic Designer

Q: Jeans or sweats?

A: Jeans

@brenna_anastasia



ORIGINAL CONTENT
DEC. 2019 LIFESTYLE SHOOT



ORIGINAL CONTENT
DEC. 2019 LIFESTYLE SHOOT

Where are you f
re are you f



ORIGINAL CONTENT
DEC. 2019 LIFESTYLE SHOOT

Where are you f

pre-fall

2020





Oh fall.
It's nice
to see you
again.





SALES INQUIRIES



▶ LOS ANGELES ▶ 5
DUSTY@HASSONCOSTA.COM



▶ NEW YORK ▶ 5
RACHAEL@HASSONCOSTA.COM



▶ DALLAS ▶ 5
BRITTA@HASSONCOSTA.COM



▶ ATLANTA ▶ 5
ASHLEY@HASSONCOSTA.COM



FROM IRL
TO URL 

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@WAYFCLOTHING
#WHOSWEARINGWAYF