



Beauty and the Brit

Gavin Brodin and Kelley Anderson

BEAUTYANDTHEBRIT.COM

DEMOGRAPHICS

- 35YRS +
- MARRIED + SINGLES
- FOUNDERS + INVESTORS
- REAL ESTATE DEV
- JETSETTERS
- TASTEMAKERS
- HOSPITALITY PR
- INCOME HH \$500,000+

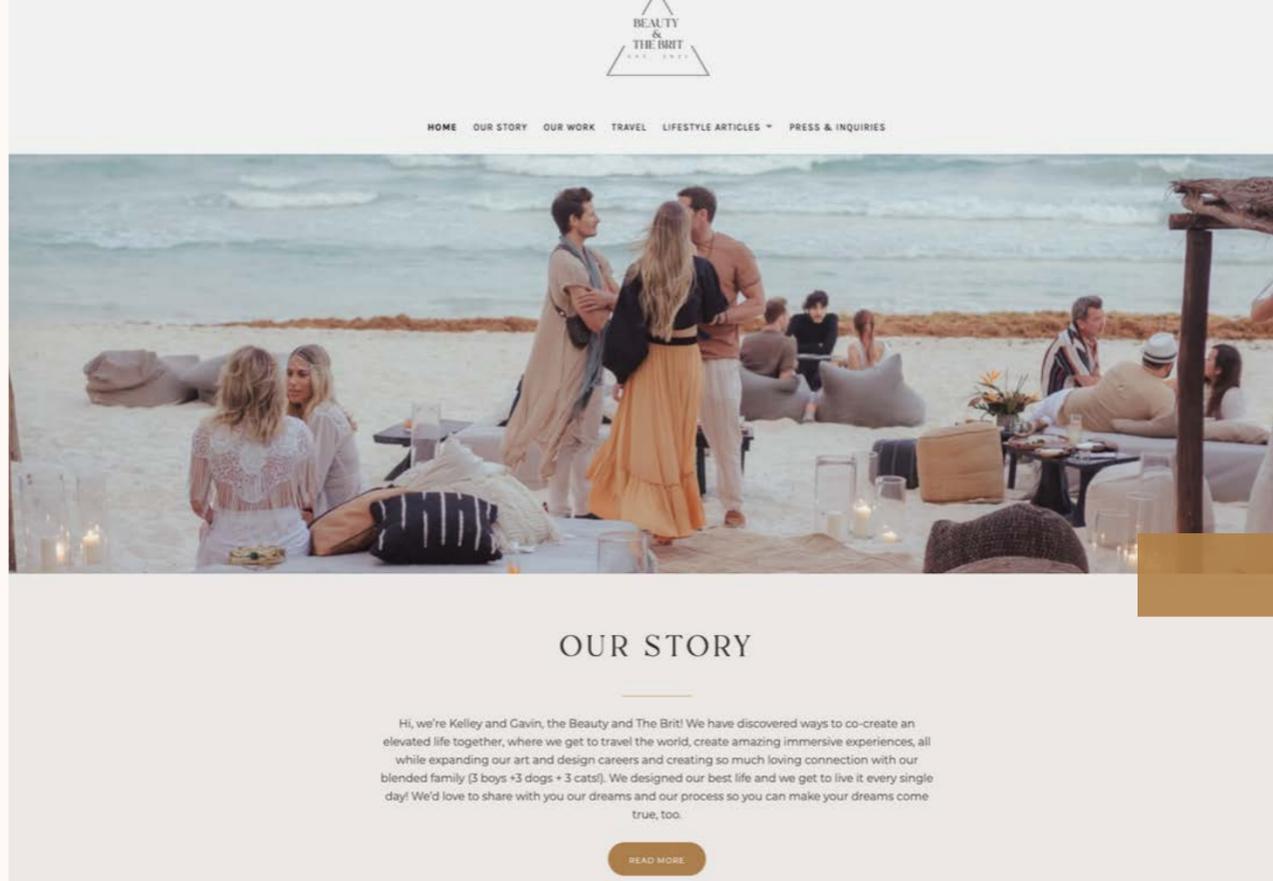


TOPICS

- TIPS FOR LUXURY TRAVEL
- HIDDEN GEMS
- DESIGN HACKS
- RELATIONSHIP GOALS

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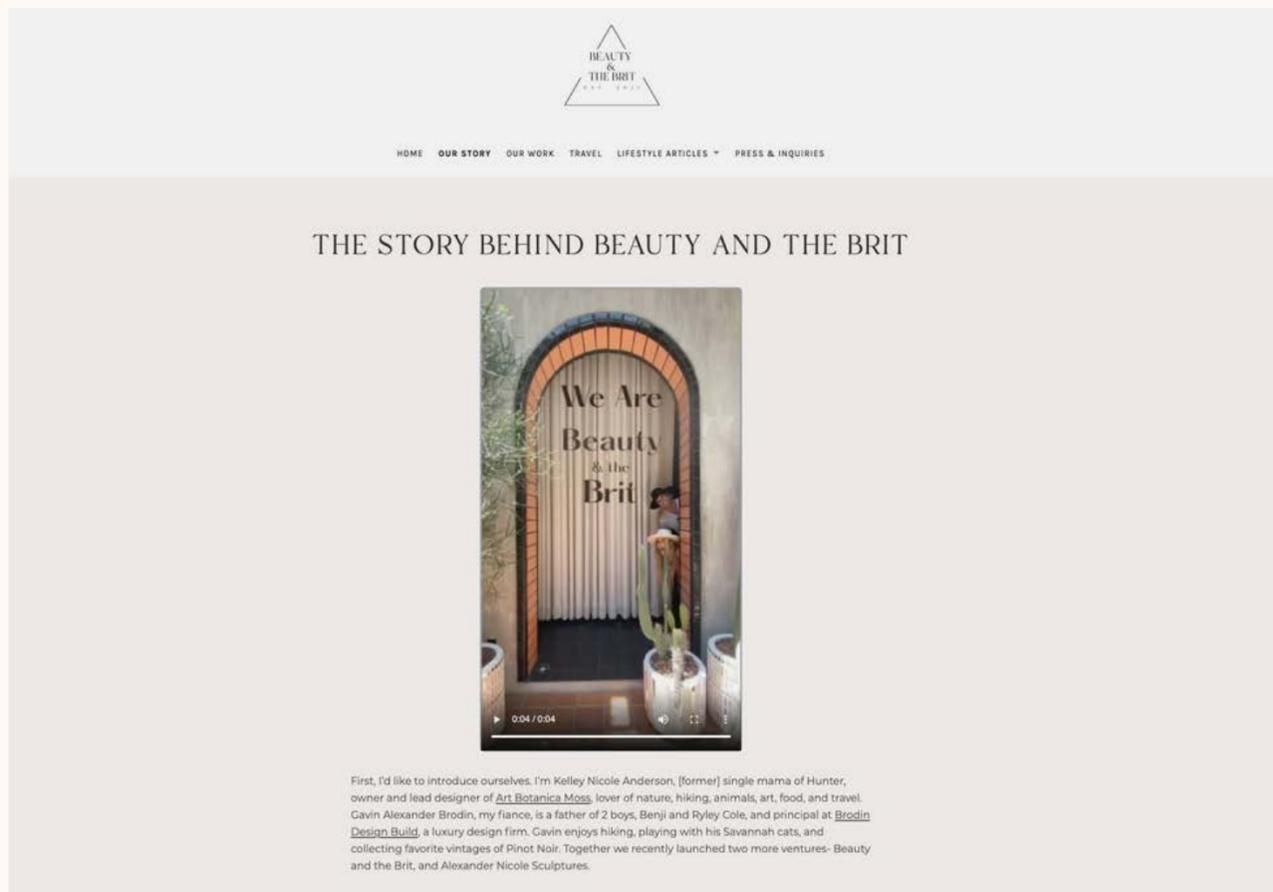
ANALYTICS

PINTEREST

54k Followers
 Average 2k likes unpromoted
 15-20 comments
 16,773 Reach (unpromoted)
 50-70k (promoted)

INSTAGRAM

54k Followers
 Average 2k likes unpromoted
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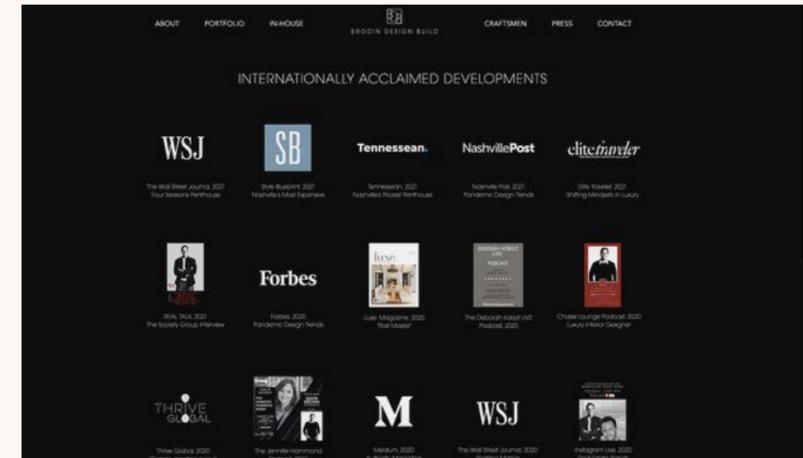
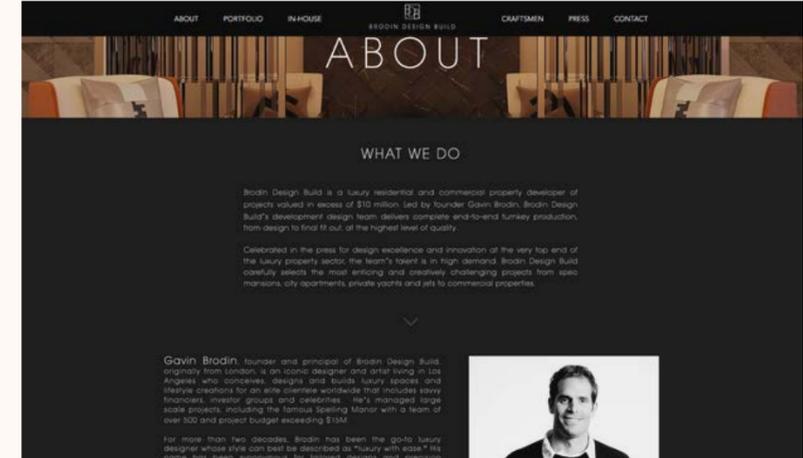


FEATURED IN





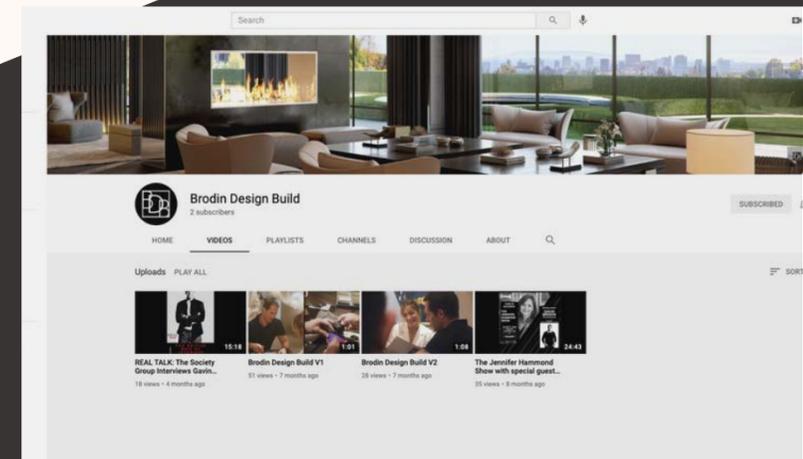
Instagram:
 Gavin Brodin
 1310
 Brodin Design Build
 43.2k



@gavinbrodin
 @brodindesignbuild
 www.brodindesignbuild
 Youtube.com/brodindesignbuild

Pillars:

- Architecture + Design
- Luxury Travel + Lifestyle
- Art + Fine Art





GOALS FOR GAVIN

THE TASTEMAKER | TRENDSETTER | CONNOISSEUR

Q3 + Q4

Gavin gives Mc Dreamy a run for his money! His clients love him for his charismatic personality, his eye for design and attention to detail, his humble nature and his British humor, not to mention- with a boyish smile, its practically lethal. ;) He comes with 25 years of experience in luxury residential design, boasting a string of socialites, billionaires and royalty clientele, and known for redesigning the largest mansion property in Los Angeles, the Spelling Manor. Did I mention he did it in 3 months? There is literally no challenge too big for him.

Our goal is to position Gavin as a luxury design tastemaker and pioneer in speciality projects. Our focus will be garnering collaborations and partnerships with luxury hotel groups, yachts + jets and the launch of his new fine arts sculpture company, Alexander Nicole. Mediums will be print, podcasts interviews, guest speaker and ultimate goal- a product line collaboration with a major retailer or brand.

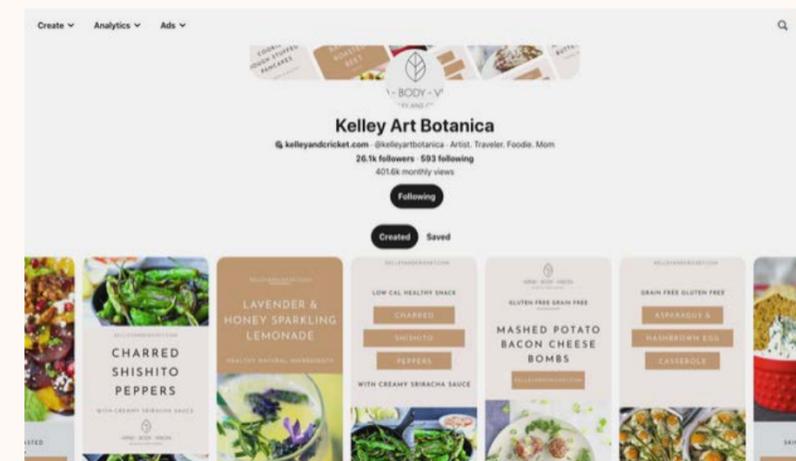


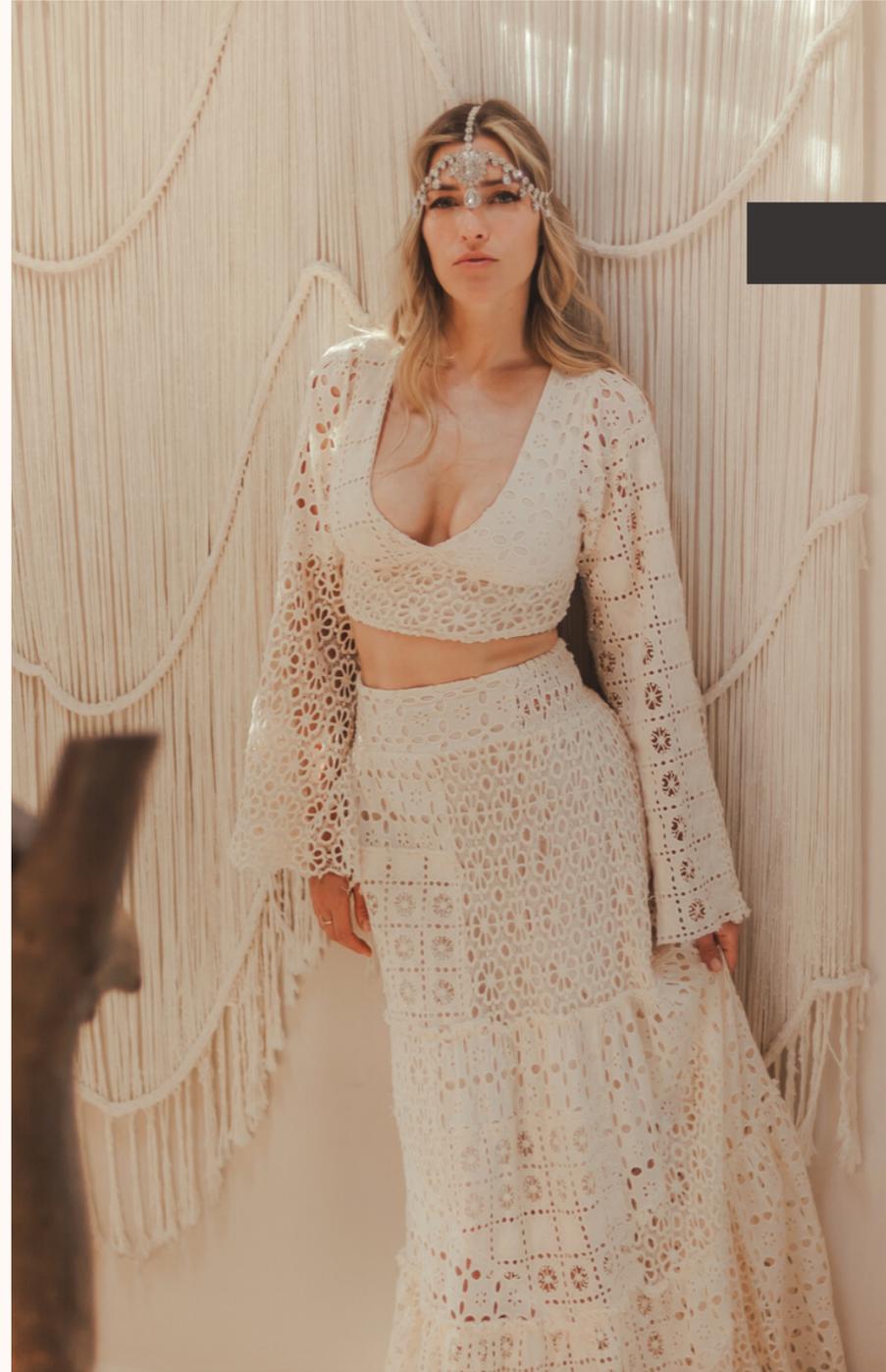
kelleybotanica.com
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Pillars:

- Moms
- Art + Design
- Travel
- Lifestyle

Instagram
54.9k
Pinterest
17k unique visitors a
month





GOALS FOR KELLEY

INFLUENCER | ART LOVER | LIFESTYLE CREATOR
Q3 + Q4

Kelley is the woman you aspire to be, because she leads by example. She is a woman who followed her dreams and continues to create the life she imagined. She has it all, but it didn't come easy, its her tenacity and perseverance that she applies to her life combined with a little grit and a hole lotta grace, she truly is the modern day woman.

Our focus is to build her public image through her platforms and especially through the launch of her new venture, BeautyandTheBrit.com, a vlog that will follow her and Gavin, Founder of Brodin Design Build, travels and journeys. Be inspired by their unity, a relationship that honors their individuality yet intersects at their creative nature, desire for a fulfilled life and the people they touch along the way.

Our goals are to seek partnerships and collaborations with lifestyle brands and hotel groups as well as exposure opportunities for Art Botanica and Alexander Nicole.

Branding Guidelines



TARGET GROUP

People who love design
Luxury travelers that are
into experiences
Art collectors and investors
Enlightened couples

NICHE

Luxury Lifestyle

NICHE

Luxury Lifestyle

STONE

Optimistic, positive, grounded
and inspiring
Always keeping it real, relatable,
and unfiltered
Casual wit, especially from Gavin
Avant-Garde and sophisticate but
down to earth
Happy, upbeat, and classy
Honest, uplifting, trustworthy
Ethical and socially conscious



FOR MEDIA, PRESS, OR COLLABS
+ PARTNERSHIPS

CONTACT:
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