

# STYLECARD

WHO WE ARE AND WHAT WE DO



# STYLECARD

## Who we are

- Stylish, inspirational & exclusive
  - We take the stylish, beautiful and inspirational and - via our network of partners - make it accessible through special offers created exclusively for StyleCard holders.
- Community platform
  - StyleCard bridges the link between brands, editorial content and consumers. We explain our message via peer-to-peer interaction and brand association, and we create a unique and essential feeling of being included in something worthwhile and exciting.



# STYLECARD

## Who We Are



- Fashion and brand insiders
  - As with any cool editorial magazine, website or daily e-mail, we create editorial content, featuring the latest cool new brands, boutiques and services. We then provide loyalty offers to our card holders on some of those brands, boutiques and services.
- Efficient and effective
  - We cater for women who are style-hungry and time-poor, showing them the best of the best of all the many brands out there.
- Promoters
  - We promote the brands we partner with via our website, newsletter, social media and affiliate and partner networks (this is for free and at no cost to the partner brand).

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## What makes StyleCard unique?

- Hip editorial content
  - Through founding partner and creative director Kinvara Balfour, we create cool editorial content and promote the brands that we work with.
- User-friendly
  - Visitors to the site can easily find what they are looking for as well as be inspired on what to purchase, and from where to purchase it, with their personal StyleCard.



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## What makes StyleCard unique?

- Marketing opportunities
  - Brands reach a wider audience which draws in new business, whilst creating a valuable and ongoing conversation with new and existing customers within a key demographic.
- Newsletter
  - Our daily and weekly newsletters are not only beautiful and informative but re-enforces our brand values - it drives more traffic to our and our partners' websites.



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## **What we represent:**

- Style, fashion, value, beauty, dreams, investment, knowledge, power, intelligence, expertise, authenticity, quality, individuality, trust, friendship, happiness.

## **Who we are not:**

- StyleCard is not a club for bargain hunters looking for disposable fashion and flash-in-the-pan deals and discounts. We focus on quality style and quality investment.

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## Who are our card holders?

- c.75% of the StyleCard audience is female.
- Women aged 25-45, living in UK cities, suburbs & countryside
- They spend on clothes, beauty products and treatments, on eating out, homewear, travel & holidays and on socialising
- They also spend on their children
- They like to keep up with trends and what's new. They are busy multi-taskers with an appetite for the new
- They own a smartphone and a laptop, Kindle and/or tablet
- They browse and shop both offline and online
- They visit the theatre, restaurants, festivals and live music events
- They watch the latest & hottest shows on both terrestrial & digital TV (from BBC, Sky & HBO to Netflix, YouTube & Maker Studios)
- They share the things they like – passionately - via social media (Facebook, Twitter, Instagram, Tumblr, Pinterest etc.)

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Some of the brands we partner with

beach candy

□ □ □  
BENARES  
RESTAURANT & BAR

J O S H W O O D  
● ● ●

CLEMENTS RIBEIRO

COCO FENNELL

LOMAX  
BESPOKE FITNESS  
NUTRITION & WELLBEING

ECLIPSE

sam's brasserie & bar

GINA FOSTER  
MILLINERY

MARIA GRACHVOGEL  
LONDON

LILY VANILLI  
/ ● / / / /

BISCUIEERS

Fashion

Beauty

Restaurants

Gifts & Other



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Contact us to learn more

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