

marie claire

marie claire extends fashion and style influencer network



Thursday 19 January 2017: *marie claire* today announced 13 additional influencers have joined its fashion and style network.

The news follows the recent launch of The Style Set, a network of Australia's most recognisable influencers who curate interactive expert styling advice and personal shopping content across styledbymarieclaire.com.au and marieclaire.com.au. Founding members of The Style Set include Sara Donaldson of Harper and Harley, Jessie Bush of We The People, Brooke Testoni, and Kaitlyn Ham of Modern Legacy.

An additional 13 influencers have now signed on as featured stylists to contribute to *StyledBy marie claire*, including Jasmin Howell of Friend In Fashion, Kim Jones, Jiawa Liu of Beige Renegade, Marcia Leone of Not So Mumsy, Hermione Underwood of Hermione Olivia, Erin Maxwell of Love Shop Share, Lisa Hamilton of See Want Shop, Clare Fabb from Style by Yellow Button, Ally May Hayward, Danielle and Nicole from When Words Fail, Jamie-Lee Burns of Mademoiselle, Demi Harman and more.

Together, The Style Set and network of featured stylists reach a social audience of approximately 2 million. This is in addition to *marie claire's* own social audience of more than half a million followers.

Jackie Frank, General Manager – Fashion, Beauty and Health comments: “For the first time, our advertisers and clients can tap into StyledBy *marie claire*’s influencer network allowing them to not only reach a whole new audience across multiple platforms, but also benefit from the *marie claire* brand halo.”

The influencers will contribute as stylists on StyledBy *marie claire*, creating looks and shopping stories for our fashion-obsessed readers.

StyledBy *marie claire* is an interactive personal shopping website. Every day, the *marie claire* fashion team creates new looks and outfits, as well as stories that distil fashion trends and offer styling tips.

In November, more than 97,000 Australians visited StyledBymariedclaire.com.au, and the site launched its own Facebook page.

More than 260,000 Australians visited mariedclaire.com.au in November.

“We’re delighted that StyledBy *marie claire* can bring together so many influencers, stylists and editors in one place,” says Anna Saunders, *marie claire*’s Executive Editor, Digital.

“All the 17 featured stylists and influencers who contribute to StyledBy *marie claire* have their own unique aesthetic – whether that’s luxury fashion, high-street style, or fitness and athleisure.

“Their contribution to StyledBy *marie claire*, plus the daily looks and shopping stories created by *marie claire*’s fashion team, means that there’s something for everyone on StyledBy *marie claire*.”

In addition to online editorial executions, the influencers will also collaborate on selected *marie claire* and StyledBy *marie claire* advertising briefs.

“I’m super excited and proud to be a part of the *marie claire* family as a featured stylist,” says Ally May Hayward of Substance.cc.

Ends.

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