



MEDIA KIT



ABOUT

The Architect of Style is a personal style blog focused on fashion, art & lifestyle.

Gissi Jimenez is the head editor & fashion illustrator for The Architect of Style. She has collaborated and made illustrations for beauty and fashion brands Bloomingdale's, COVERGIRL, Charriol, Maite Makeup, Kleenex, HP, Superga & Mia Shoes. In addition her illustrations have also been featured on the Valentino instagram page. She currently blogs from Miami, Florida.

She was mentored by renowned fine artists Marianela Jimenez & Carolina Cepeda. She was trained in visual arts at the Bellas Artes National Institute and the Altos de Chavon Design School (affiliated with Parsons The New School for Design). She also has a background in Architecture. Her training has allowed her to develop a unique minimalist style having a fine eye for all things design and properly shown in all her artwork & fashion illustrations.



PRESS



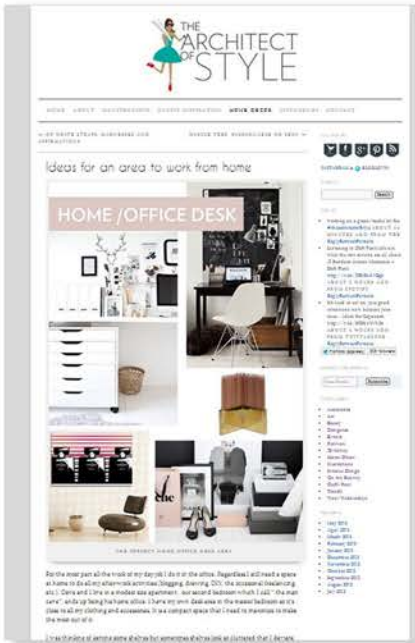
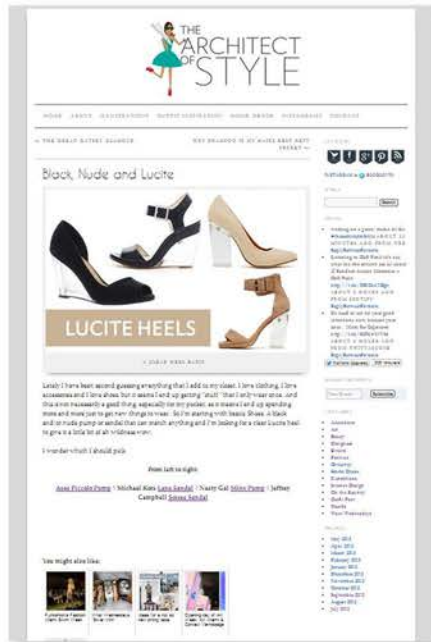
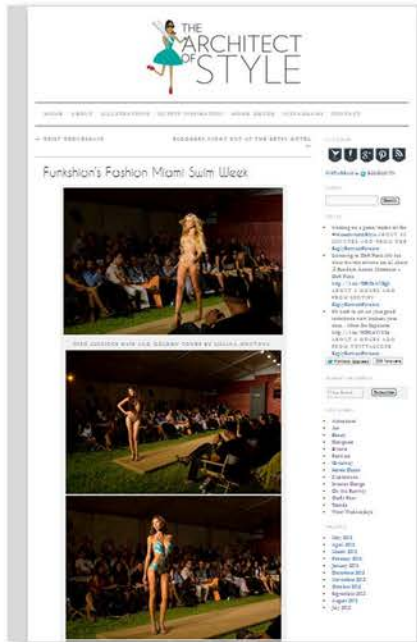
Featured on Latina Magazine



Featured on VALENTINO Instagram
post received 27,000 likes



OUR EDITORIAL



ILLUSTRATIONS



Custom Illustrations for a campaign Showcasing a Brand or Product



COLLABORATIONS



Custom Illustrations for Social Media and Fashion Event



AMBASSADORSHIP



Brand Ambassador for LACOSTE during the Miami Open 2015



COLLABORATIONS

CHARRIOL Jewelry Forever young bracelets



Custom Illustrations for Brands Social Media



LIVE DRAWING



COVERGIRL



COVERGIRL



COVERGIRL



COVERGIRL



COVERGIRL



COVERGIRL



Live Drawing at Events: For COVERGIRL at Hispanicize 2014



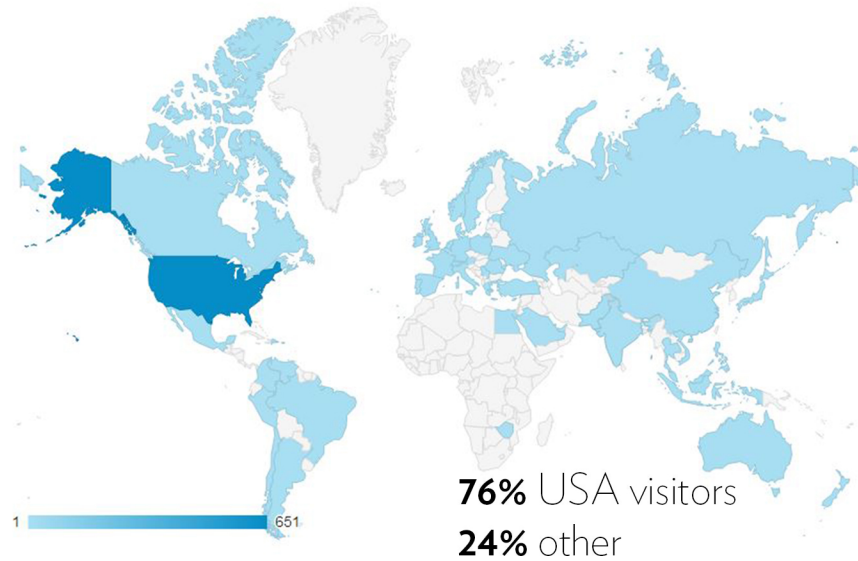
POP-UP SHOP



Fashion Illustrations Pop-up shop at West Elm



READERSHIP



STATS

Reach:	5,518
Page Views:	3,728
Unique Visitors:	2,593
Twitter followers:	1,027
Facebook followers:	990 / 627 Likes
Pinterest followers:	450
Instagram followers:	2690

As of February 2016



HIGHLIGHTS

- Fashion Illustrations
- Live Drawing at Events
- Illustrations for Social Media and Websites
- Fashion and Personal Style Posts
- Lifestyle
- Product Reviews
- Ambassadorship
- Giveaways

CONTACT

1805 Ponce De Leon Blvd #715
Coral Gables, Florida 33134

📞 786.419.0958

✉ thearchitectofstyle@gmail.com

📷 @GissiJ

www.**thearchitectofstyle**.com

