



IN SPADES

style... in abundance

MEDIA KIT



KALI PASSIGLIA

To Kali, clothing is art. She believes you can be anyone you want to be in the right outfit. Starting In Spades in 2013 was her way of telling the story of these transformative pieces. A California girl by way of the Midwest, her personal style often gets mistaken for that of a New Yorker's, a mix-up she reveres. She wears indie and established designers alike, aiming never to blend in. Kali is a mother, a dog lover and a sci-fi nerd.

IN SPADES

In Spades is a blog about style, in abundance. Whether it's fashion, beauty or lifestyle, Kali brings a high-fashion eye to everyday things through editorial-esque imagery, impeccably curated products and thoughtful reviews her readers trust as the go-to source for what's new and noteworthy.

STATISTICS



24.7K



1,030



93K views
per month



403



monthly unique
visitors



monthly
page views



Female



18 - 34 yrs old

BRAND WORK

KOPARI

NORDSTROM

REDKEN
5TH AVENUE NYC

Puristry

LAFAYETTE 148
NEW YORK

bloomingdales

A M O

HELEN FICALORA

JO MALONE
LONDON

★macy's

SOULCYCLE

BB.

M.GEMI

ANN TAYLOR

joie

Rodial



SERVICES

- Blog post write-up
- Product reviews
- Social amplifications
- Photography
- Styling
- Event hosting
- TV appearances
- Guest speaking



PRESS

- WWD
- Nylon
- InStyle Australia
- InStyle Spain
- PopSugar
- Fashionista
- Stylecaster
- Locale Magazine



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