

Sartorial Secrets By Nandini & Radha Swaminathan

http://www.sartorialsecrets.com

Introduction

All About Sartorial Secrets

A fashion, lifestyle and beauty blog conceptualized with the premium/luxury segment in primary focus.

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Fashion



Fashion

- Styling tips, fashion reviews/critiques of shows, how-tos and more
- Stylized, concept-based editorial shoots
- Outfit of the day shoots
- Collection reviews & events



Beauty

- Beauty tips, makeup looks
- Beauty product reviews
- Haul/New collection posts
- Events & launches

Luxury Lifestyle



Luxury Lifestyle

- Fine dining & cuisine, F&B reviews and posts
- Luxury home décor & living
- Travel (upcoming)
- Events & launches





Types of collaborations

Collaborations

Paid collaborations

Involve partial/full barter and/or payment to cover costs of styling/ reviewing, writing, photography, blog maintenance costs, social media & other related promotions, starting at 5k & going up to 10k or more depending on nature of collaboration.

Event collaborations

Includes attending and covering events on social media and live Snapchat updates. Charges based on number of deliverables.

Pricing*

Social media promotions

- **1 Facebook post:** Rs. 1500
- 1 Tweet: Rs. 500
- 1 Instagram post: Rs. 2500
- Insta Stories: Rs. 1000
- Instagram video: Rs. 4,000
- Facebook video: 2000
- Twitter video: 1000

Blog posts

- I sponsored blog post with social media shares: Rs. 8,000
- I fashion editorial blog post with social media shares: Rs. 10,000

Packages

Package 1 – Event collaboration. Total Cost: Rs. 15,000. Includes:

- I Blog Post about event
- 1 Facebook post about event
- 2 Tweets from event
- 2 Instagram posts about event
- Snapchat & Insta Stories during event

Package 2 – Fashion collaboration Total cost: Rs. 25,000

- I professionally shot, styled fashion editorial on the blog
- ③ 3 Facebook posts
- 3 tweets
- 4 Instagram posts, bonus posts

Packages

Package 3 – Social media promotion Total Cost: Rs. 5,000. Includes:

- 1 Facebook post
- **2** Tweets
- 1 Instagram
- Snapchat & Insta Stories

Package 4 – Blog collaboration Total cost: Rs. 8,000

- I blog post
- I Facebook posts
- 2 tweets
- 1 Instagram post

Work Process

This is how I work:

- Email confirmation with clear brief on deliverables, campaign to be given by client or agency
- Concept/idea to be sent by me to brand/agency
- Written agreement between brand and Sartorial Secrets to be sent by me to client/agency, to be signed and sent back by them
- On receipt of agreement, work begins and is completed a week from start of project
 - Invoice sent by me to client/agency; payment to be fulfilled within 30 days,
 failing which 2% fee per day charged on delays



Reach (subject to frequent change)

Medium	Followers
Blog	10,000/ month
Facebook	7,252
Twitter	2,106
Instagram	14.4k
Pinterest	561
Snapchat	117





KEY STATS

Global Rank ?

1,412,843

Rank in India ?









Polka Cafe

Chronicle THE TIMES OF INDIA



Kids have a whale of a time **RCB Stars Kohli**

& Gayle Entertain Young Hopefuls

Shrivathsa.Sridhar @timesgroup.com

Bengaluru: Despite returning to Bengaluru on a latenight flight following a defeat to Sunrisers Hyderabad on Saturday, Boyal Challengers Bangalore captain Virat Kohli and big hitting hatsman Chris Gayle were in high spirits as they entertained questions from a group of young cricketers at a promo-tional event here on Sanday. Arriving about half-anhour late at a sportswear outlet in a mall after having negotiated thousands of fans

FUN TIME

their ability to deal with aca- found himself in the snut- his loss for butter chicken demics and sport as youngsters. Some of the questions were asked in earnest, while others were downright cheeky as some 20-odd children, aged 14 and below from the Vivekananda Cricket Academy got the chance of a lifetime to interact with their beroes.

"How do you work on your timing?" was the first question thrown at Kohli as the irony was not lost on onlookers. Kohli playfully dodged another question on scoring tons in T20 cricket. having only one century to his credit but explained his



wailing outside, the due was mentality when going for the youngsters should approach subjected to questions on their training and dist. Goyle technique, their diet and expressed

In tune with the trends

Glamour

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SARTORIAL SECRETS









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Thanks! Any questions?