

A photograph of two women sitting at a dinner table. The woman on the left has long dark hair and is wearing a black top. The woman on the right has long blonde hair and is wearing a white fringed top. They are both looking towards the right. A wine glass with red wine is visible on the table in the foreground.

DOEN

*Holiday 24
Creator Brief*



Identity (3-4)

Holiday 2024, In detail (5-7)

Campaign Requirements (8-10)

Next Steps (11)



DOEN

Our Story

Timeless, Thoughtful Style for the Modern Woman

Founded in 2016 by sisters Margaret and Katherine Cleveland, Doen is a Los Angeles-based women's clothing brand that blends vintage-inspired design with a modern sensibility. Known for its effortless, feminine style, Doen creates pieces that are both timeless and versatile, designed to celebrate the individuality and strength of women.

With a focus on sustainable, high-quality materials like organic cotton, linen, and silk, Doen emphasizes craftsmanship and ethical production, working closely with small, family-run factories. The brand's designs are a nod to nostalgic femininity, featuring romantic silhouettes and luxurious fabrics, while maintaining a commitment to environmental responsibility.

At its core, Doen is about more than just clothing—it's a celebration of the modern woman, creating pieces that are as beautiful as they are meaningful. The brand's name, derived from the Dutch word for "doing," reflects its ethos of purposeful action, creating clothing that feels both intentional and effortlessly chic.

Katherine and Margaret Cleveland

 *Katherine Cleveland*

How We Show Up



D Ô E N

© COPYRIGHT 2024 DOEN., ALL RIGHTS RESERVED.

Introducing

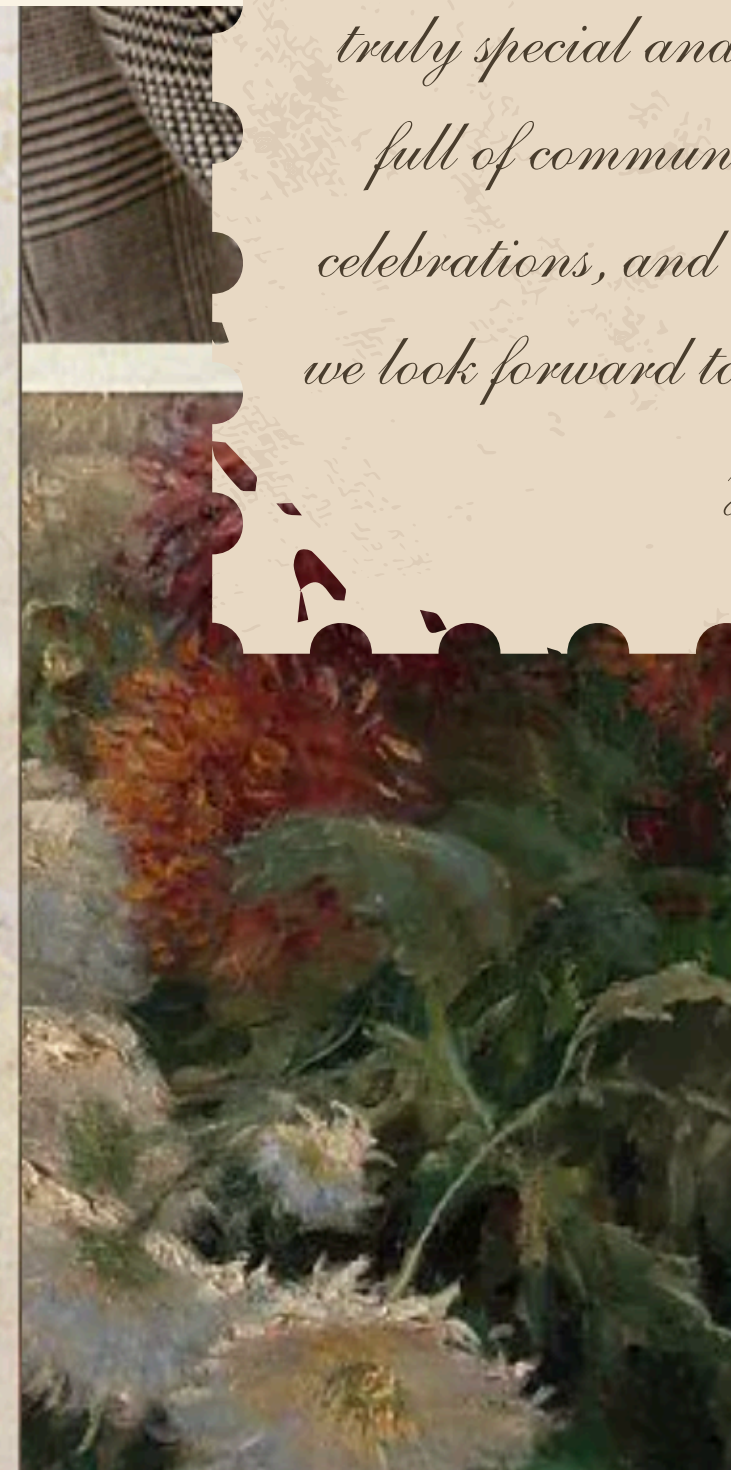
HOLIDAY CHAPTER ONE
2024





Intro

The forthcoming holiday season is a truly special and all-too-fleeting time, full of communal traditions, joyous celebrations, and candlelit evenings that we look forward to and cherish year after year.



HOLIDAY CHAPTER ONE
2024

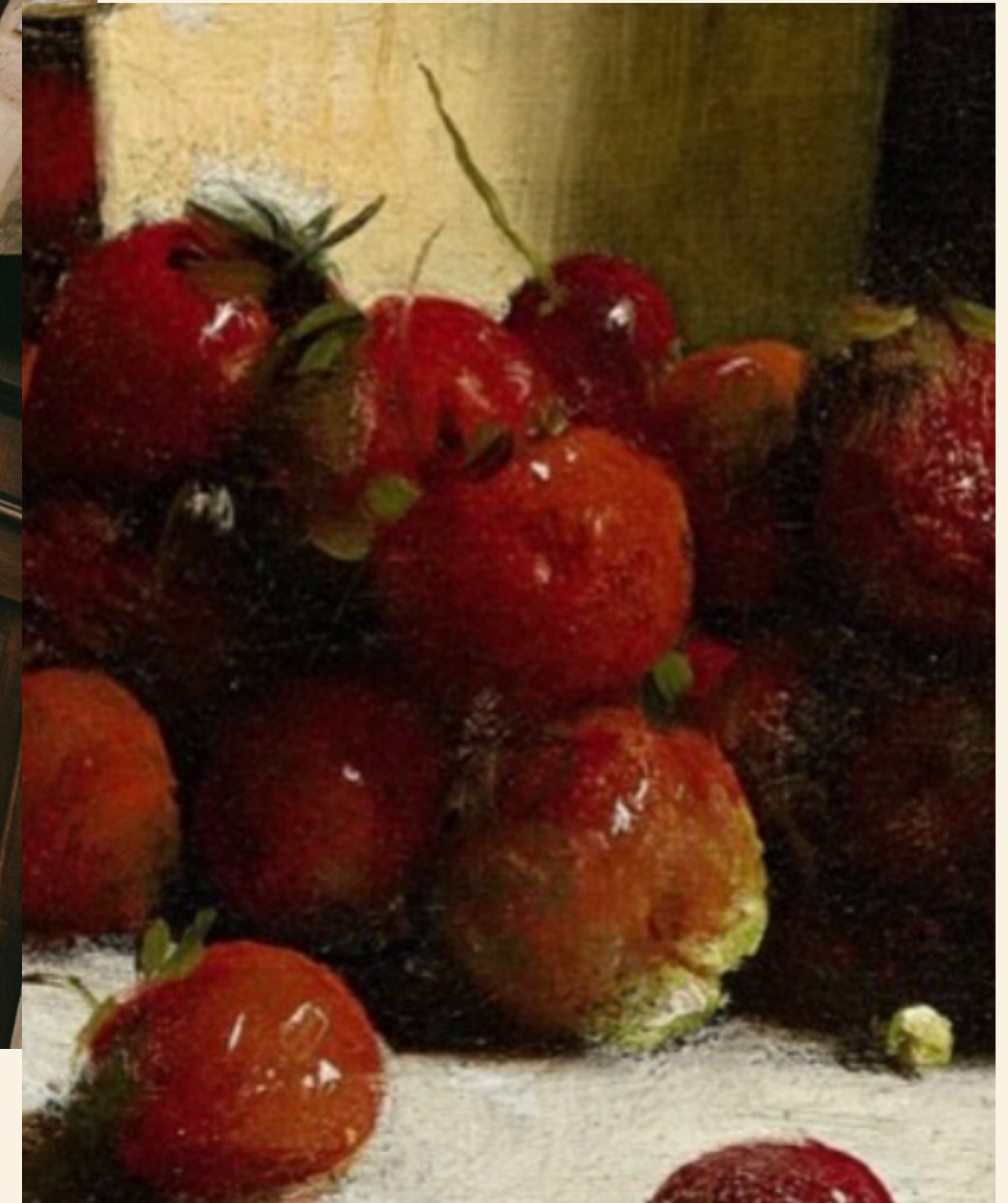
Intro

Show us how you add charm and light to your holiday season - while making lasting memories in Doen.

Traditions, New & Old



Playful Pop



At Home

In the Kitchen



Concept

What we want to see from you!



- ✦ 1 x Post (IG Reel/TikTok)
- ✦ Showcase Doen Holiday 2024 pieces as the perfect attire to your upcoming holiday plans.
- ✦ Be sure your clearly content highlights how you are choosing to add charm and light to your holiday season this year.



Post Guidance:

- ✦ Keep content original and creative. Use storytelling to engage your followers and encourage conversation. Capture your content in an environment natural to you and your interests, and make sure the background is on brand and not cluttered.
- ✦ Ensure content is captured in high quality, with no beauty filters.
- ✦ Use trending formats and transitions to elevate your content.
- ✦ Use copyright free sounds from the commercial library on IG and TT



Caption Guidance:

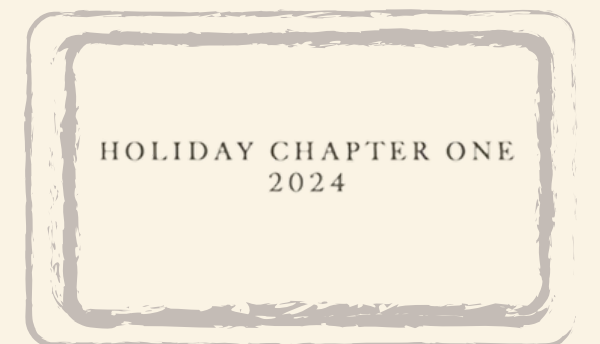
INCLUDE THE REQUIRED TAGS:

#DoenHoliday24. #DoenChapterOne #HowYouShineinDoen #DoenCreator

✦ (Please ensure the #DoenCreator tag comes last)

✦ Use your caption to elevate your content and share how you style and shine Doen.

✦ Share your authentic and original content: how do you style your Doen holiday pieces?



What's next?

Receiving your products

Respond with your full address and product selects. We will ship products within 1-2 days.



Content creation

Upon receipt of items, content must be created in 3-5 days.

Remember to re-read the brief!

Content review

Share your content and caption with us for a quick sign off.



Going live

Share your content and caption with us for a quick sign off.



Please feel free to reach out to your
Doen team contact with any
questions.

.....
Caroline.lucas@shopdoen.com
.....

We can't wait to see what you create!
.....
.....

Thank You!