

LOVESHACKFANCY

X

Beach Riot

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COMMUNIQUE

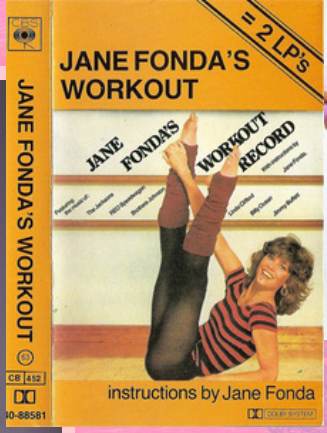
WE ACTUALLY KNEW OUR FRIENDS' PHONE NUMBERS BY HEART.

BIG HAIR, TEASED AND PERMED TO PERFECTION, CRIMPED, HOT ROLLERED, FEATHERED LIKE

FARRAH'S, WITH A SIDE HIGH TAIL, OR A WHALE SPOUT.

*FANNY PACKS, SCRUNCHIES, AND SHOULDER PADS. REEBOK, ADIDAS, AND SWATCH. EVERYTHING
WAS EITHER WAY TOO LOUD OR JUST A TAD TOO SOFT LIKE SOMETHING GRANNY MIGHT WEAR. THERE*

WAS NO IN BETWEEN IN THE 1980S



Three words: John Hughes movies.



Focus on black beauty

Avon Color enhances the natural splendor of black skin with a whole spectrum of provocative, color-coordinated shades. Dramatic, very fashionable color to illuminate the natural beauty of a darker-skinned woman.

- Foundations that are basically beautiful
- Lipsticks and nail enamels in gorgeous, go-together shades
- Blushes to contour with color
- Eyeshadows in luscious creases and frosts that just won't fade!

You'll never see a wider, more complete selection! Every rich shade is cleaner, more transparent, less chalking. Familiar hues wear like new, more beautiful than ever. So put your best face forward with Avon Color. The colors are here, the beauty is now. All for you.

Avon Color takes the guesswork out of whole selection and coordination. Every color is programmed into a specific, color-coordinated group. See the Looker Chart on pages 42-43 to choose the colors that are just right for you.



Mixtapes.



Orange County

HOLLYWOOD'S LOVE AFFAIR WITH OSCAR

Physical was the decade's most popular song.



OBESITY WHEN A LOT IS TOO MUCH

HOW SWEET IT IS FOR COUNTY BEEKEEPERS



WHY COULDN'T I USE SOME PAZAZZ?



Have A Love Affair With Your Hair... FAST & EASY

Now you can have hair that is silky to your touch, responds easily to your command, and stays beautiful all day. Use Fashion Fair's Fast & Easy Hair Set, and fall in love with your hair.



SOCIAL CALENDAR

<i>MON</i>	<i>TUE</i>	<i>WED</i>	<i>THU</i>	<i>FRI</i>	<i>SAT</i>	<i>SUN</i>
			TBT 7 day Countdown 1	Funky Friday Playlist 2	DIY Saturday 3	Stretch It Sunday 4
Motivational Monday 4	Tasty Tuesday 5	Wellness Wednesday Nina Static Post 6	<i>DROP ONE</i> TBT 7	Funky Friday Playlist 8	DIY Saturday 9	Stretch It Sunday 10
Motivational Monday 11	Tasty Tuesday 12	Wellness Wednesday Amanda Kloots Livestream 13	TBT 14	Funky Friday Playlist 15	DIY Saturday 16	Stretch It Sunday 17
Motivational Monday 18	Tasty Tuesday 19	Wellness Wednesday Traci Copeland Live 20	<i>DROP TWO</i> TBT Nina Workout 21	Funky Friday Playlist 22	DIY Saturday 23	Stretch It Sunday 24
Motivational Monday 25	Tasty Tuesday 26	Wellness Wednesday Neon Keon Rollerblading 27	TBT 28	Funky Friday Playlist 29	DIY Saturday 30	Stretch It Sunday 31
Motivational Monday 1	Tasty Tuesday 2	Wellness Wednesday Katie Austin Live Workout 3	<i>DROP THREE</i> TBT 4	Funky Friday Playlist 5	DIY Saturday 6	Stretch It Sunday 7

FULL WEEK EXAMPLE

MOTIVATIONAL MONDAY

**MOTIVATIONAL
MONDAY**

"YOU OUGHT TO SPEND A LITTLE MORE TIME TRYING TO MAKE SOMETHING OF YOURSELF AND A LITTLE LESS TIME TRYING TO IMPRESS PEOPLE."

The Breakfast Club

FASTY TUESDAY

**EASY PEASY
BANANA
BREAD**



YOU'LL NEED	ALL YOU HAVE TO DO
5 ripe bananas 1 cup white sugar 1 egg 1/4 cup melted butter 1 1/2 cups all purpose flour 1 teaspoon baking soda 1 teaspoon	1. Mash bananas with a fork. 2. Preheat oven to 325° F (165° C). Grease your loaf pan. 3. Combine bananas, sugar, egg, and butter together in a bowl. 4. In a separate bowl, mix flour and baking soda. Stir into the banana mixture. 5. Add salt from your mix-in pack. 6. Bake in the oven for about 1 hour.

WORKOUT WEDNESDAY

**WELLNESS
WEDNESDAY**

TAKE A BREAK WITH US AND ENJOY THESE QUICK YOGA POSES TO RECENTER YOUR FOCUS FOR THE DAY!

THROWBACK THURSDAY


**THROWBACK
THURSDAY**



SEND US YOUR BEST PROM PICS

FUNKY FRIDAY

**PAMELAS
DANCE PLAYLIST**



Take On Me
Sweet Child O Mine
Girls Just Want To Have Fun
All Night Long
Come On Eileen
Under Pressure

DIY SATURDAY

**DIY
TIE DYE**

Step 1: Preparation.
Get the area you have chosen ready for a messy event.

Step 2: Tie the Fabric.
When your area is prepared and your tools are ready for use you are ready to start to create a tie-dye pattern.

Step 3: Immerse in Dye
Step 4: Rinse
Step 5: Repeat for New Colors
Step 6: Dry



STRETCH IT SUNDAY

**SUNDAY
STRETCH**

TEN BASIC STRETCHES TO PRACTICE BALANCE

SEE MORE AT END OF DECK

BLOG POSTS

VINA AGDAL

\$4K



NEONKEON

ROLLERBLADING



EVENTS WITH GIRLS

MADFIT

MAT WORKOUT



KATIE AUSTIN

MOM/DAUGHTER

LIVESTREAM WORKOUT



AMANDA KLOOTS

LIVESTREAM WORKOUT



TRACI COPELAND

DANCE CLASS



STORE



WINDOW CONCEPT

A nod to the 80's "jazzercise" movement- these windows will feature product from the Beach Riot collaboration, roller blades, pink yoga mat, weights, jump rope and Jane Fonda workout tapes stacked in the corner. Top door windows will have a vintage pink TV playing the Beach Riot video on loop! Others will feature a vintage pink bike or hola hoops cascading down. Mannequins will be wearing the product with roller blades or a jump rope thrown over their shoulder.

ALL WINDOWS WILL BE FINISHED BY JANUARY 7TH.

EMAIL CALENDAR

<i>MON</i>	<i>TUE</i>	<i>WED</i>	<i>THU</i>	<i>FRI</i>	<i>SAT</i>	<i>SUN</i>
			New Years Resolution 1	2	First Content for Wellness Month + Sale 3	4
4	New Arrivals (Resort) 5	6	Beach Riot Part 1 7	8	9	BR Wellness Content 10
11	Lounge/Winter Dressing 12	13	End of Season Sale (14th- 18th) 14	15	16	BR Wellness Content 17
18	New Arrivals 19	20	Beach Riot Part 2 21	22	23	BR Wellness Content 24
25	Winter White (Dresses) 26	27	Beach Riot Push or Hand Dye Story 28	29	30	BR Wellness Content 31
1	2	3	Beach Riot Part 3 4	5	6	7

HOMEPAGE

DROP 1
VIDEO



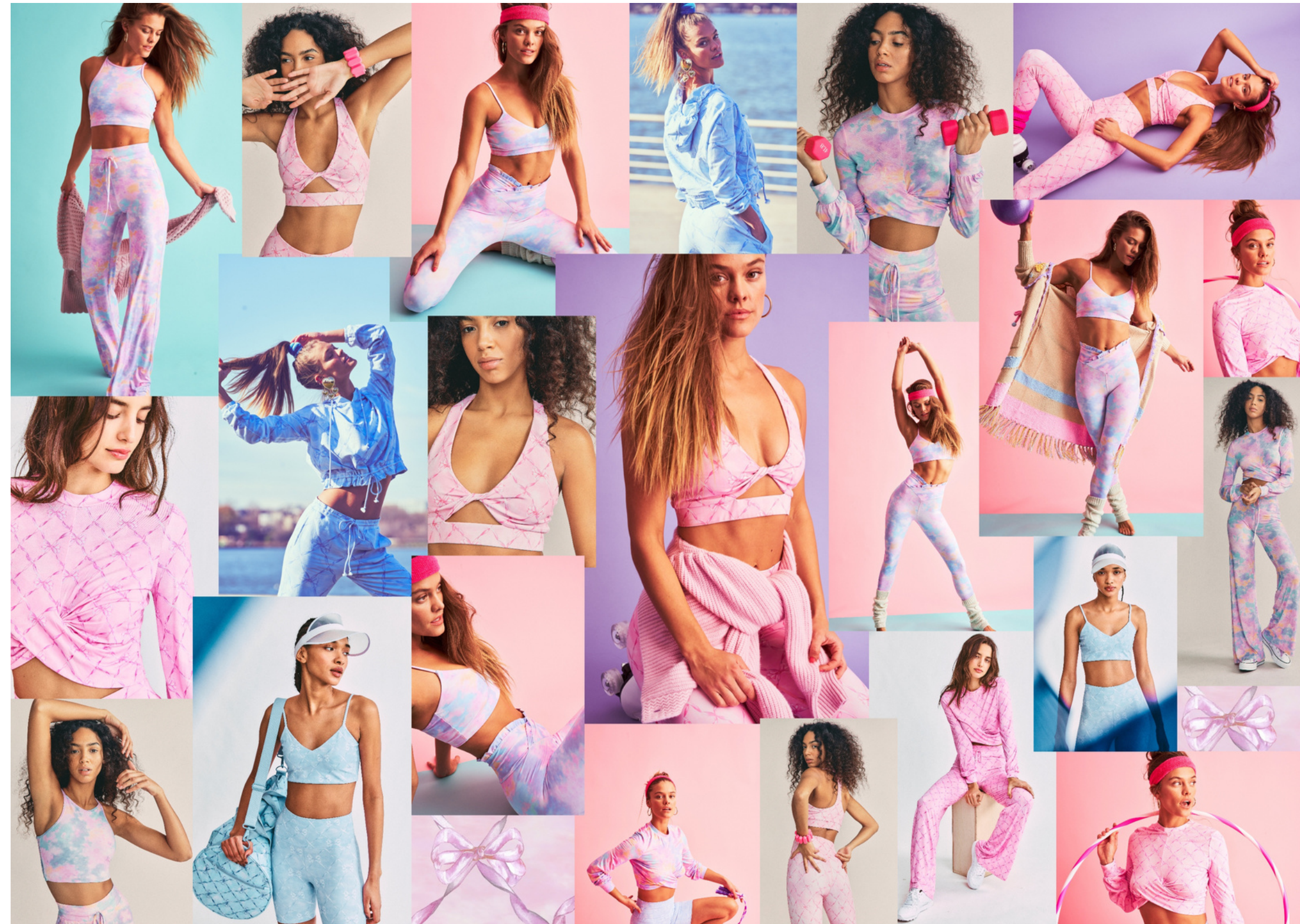
DROP 2



DROP 3



EMAIL - DROP 1



PAID ADS

TO SUPPORT THIS COLLABORATION ACROSS THE THREE DELIVERIES WE WILL BE FRONT LOADING OUR MARKETING WITH YOUTUBE PRE-ROLL FOOTAGE AND CONTENT MARKETING THROUGH EMPLOYERS TO DRIVE AWARENESS AND DEMAND WE CAN CAPTURE FOR THE DURATION OF THE MONTH

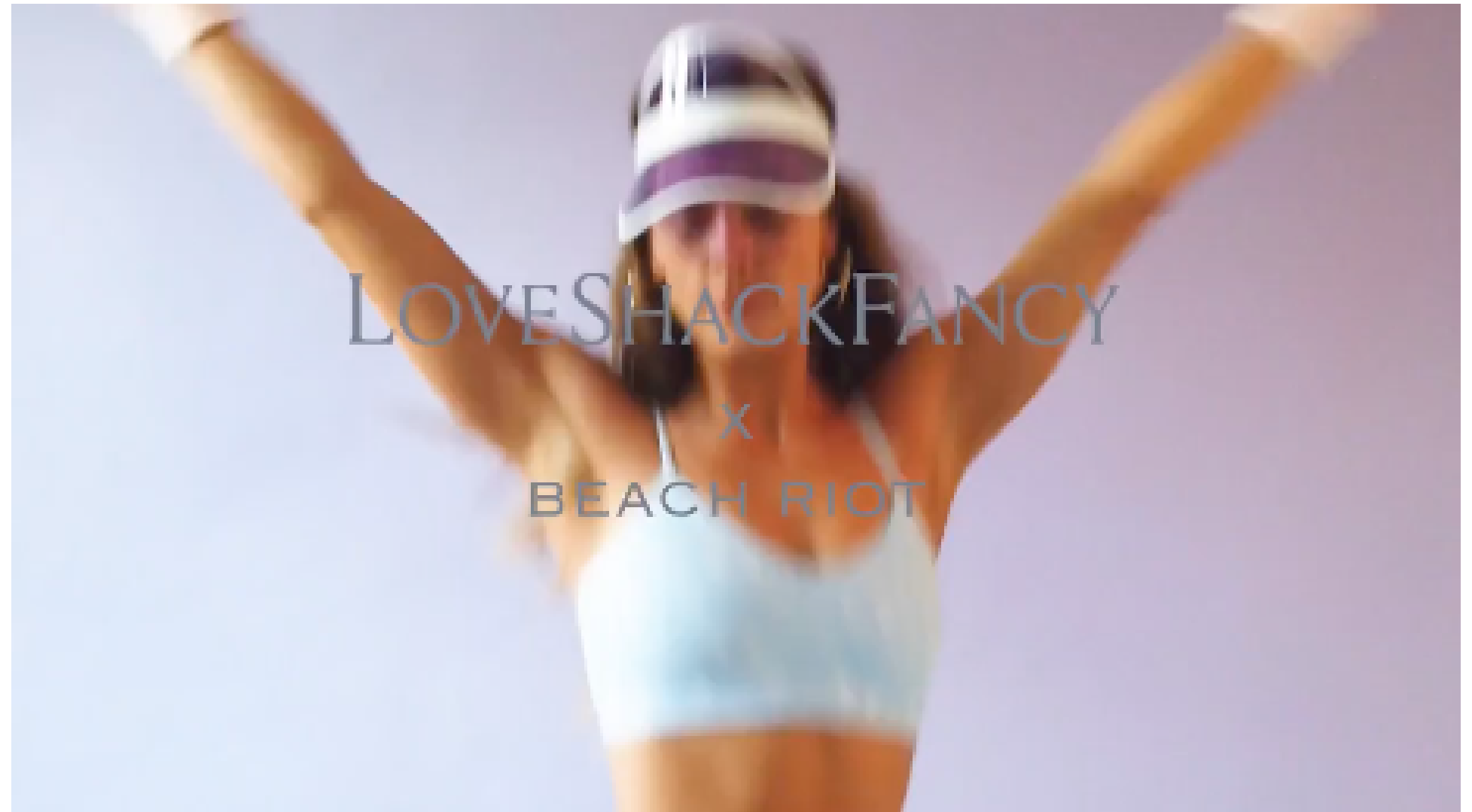
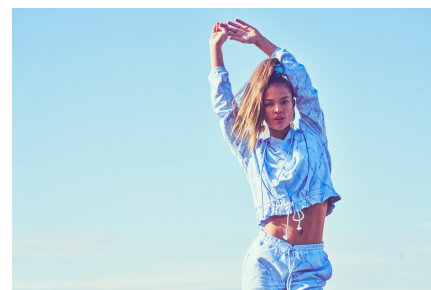


YOUTUBE 2 WEEK FLIGHT



PAID ADS

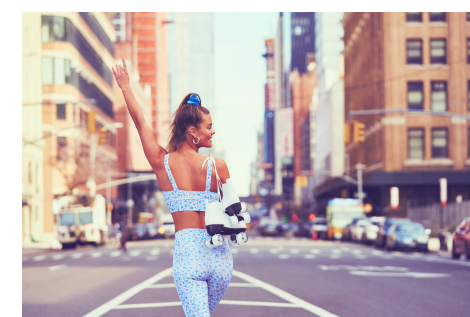
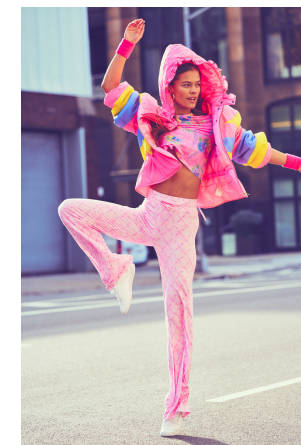
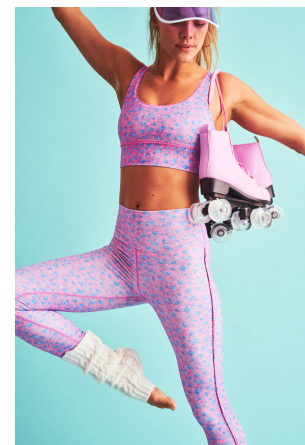
DROP 1



PAID ADS

DROP 2

DROP 3



PR PITCHES

EXCLUSIVES *TEEN VOGUE, US WEEKLY, PEOPLE*

TIER 1 *TEEN VOGUE, HARPERS BAZAAR, ELLE,
MARIE CLAIRE, IN STYLE, COSMOPOLITAN*

TIER 2 *C MAGAZINE, MIND BODY GREEN, NY
MAGAZINE, PEOPLE, COVETEUR, REFINERY
29, SELF, STAR & OK, TEEN VOGUE, THE ZOE
REPORT, US WEEKLY, WELL + GOOD, WHO
WHAT WEAR, SHAPE*

TOP PR GIFTING

ADDISON RAE

MEGHAN TRAINOR

TABRIA MAJORS

SIMONE BILES

KOURTNEY KARDASHIAN

JULIANNE HOUGH

AMANDA KLOOTS

D'AMELIO SISTERS

KAIA GERBER

CAMI MARONE

SKAI JACKSON

ELLE & DAKOTA FANNING

MEGAN ROUP

BRIE LARSON

WILLOW SMITH

LILY CHEE

JOJO SIWA

A decorative border with a pink background and a pattern of colorful flowers in yellow, blue, and orange, with green foliage. The border is visible on the left, right, top, and bottom edges of the page.

SOCIAL

APPENDIX

A decorative border with a pink background and a pattern of colorful flowers in shades of yellow, blue, and orange, with green foliage. The border is visible on the left, right, and bottom edges of the white central area.

STORY

PROGRAMMING

THIS OR THAT

Beach Riot

X

LOVESHACKFANCY

WEIGHTS	CARDIO
YOGA	PILATES
WORKOUT ALONE	WITH A FRIEND
SHORTS	LEGGINGS
LEG DAY	ARM DAY
CROP TOP	SPORTS BRA
GYM	OUTDOORS
PLANK	CRUNCHES



FLOWER AÇAÍ BOWL

Homemade With Love

Refer to your favorite homemade Açaí recipe; we love Sprinkle of Greens.

WHAT YOU'LL NEED:

- 200g frozen açai
- ½ banana, frozen
- 100ml coconut water or almond milk

- Toppings
- Granola
- Edible flowers
- ½ banana, chopped
- ½ tablespoon raw honey
- Pomegranate seeds
- Shredded coconut
- Pistachio

INSTRUCTIONS

Simply add your açai and banana to a food processor or blender and blend until smooth.

Depending on how potent your machine is, you might have to add a bit of liquid to make it creamy.

Start with a 100ml and add more as required.

Pour into a bowl, add your toppings, and enjoy!!



SCREENSHOT TO LET US PICK WHAT YOU'RE WATCHING!



GET TO KNOW YOUR LOVESHACK GIRLS

NAME

Rylee Beer

WHAT DOES IT MEAN TO BE A LOVESHACK GIRL?

everything- best girls club ever!

FAVORITE PASTIME

tie dyeing literally everything

PLACE YOU LOVE OR FELL IN LOVE

California

FAVORITE SONG

Tell it to my heart

TELL US A SECRET.

I actually am a really good singer

SWEAT & IT!

PUMP IT PLAYLIST

**LOVE SHACK
GIRLS JUST WANT TO HAVE FUN
JESSIE'S GIRL
LIVIN ON A PRAYER
POUR SOME SUGAR ON ME
I WANNA DANCE WITH SOMEBODY
TAINTED LOVE
UPTOWN GIRL
WAKE ME UP BEFORE YOU GO-GO
WALKING ON SUNSHINE
ANY WAY YOU WANT IT
TAKE ON ME
HIT ME WITH YOUR BEST SHOT
ANOTHER ONE BITES THE DUST
PUSH IT
PRETTY YOUNG THING
DON'T STOP BELIEVIN
I WANT TO KNOW WHAT LOVE IS
SHOULD I STAY OR SHOULD I GO
TIME AFTER TIME**

MOVIE NIGHT

**FLASHDANCE
BABY SITTERS CLUB
BREAKFAST CLUB
SIXTEEN CANDLES
HEATHERS
THE BREAKFAST CLUB
PRETTY IN PINK
THE GOONIES
FOOTLOOSE
NATIONAL LAMPOONS VACATION
DIRTY DANCING
CAN'T BUY ME LOVE
RISKY BUSINESS
GIRLS JUST WANT TO HAVE FUN
FAME
THE LITTLE MERMAID**

TIKTOK

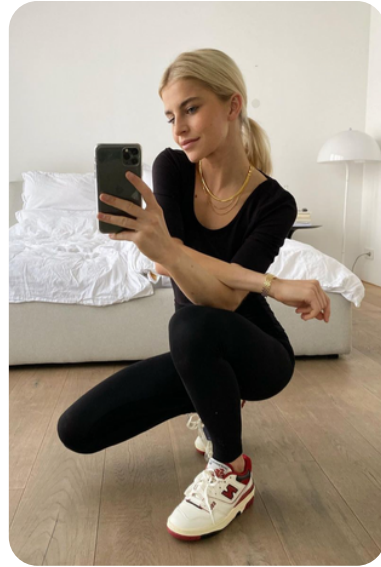
**80'S TIKTOK COMPETITION
PASS THE WEIGHT**

**80S HAIR WITH AMBER
HAIR CRIMPING TUTORIAL**

DIY/STYLE IT

**STYLE YOUR RUFFLE MINI WITH A DIY CROP TOP
STYLE YOUR LSF OUTFIT WITH LEG WARMERS
DIY TIE TYE**

PR APPENDIX



CAROLINE DAUR
Fitness Influencer
DaurPower



MARIA BETHANY
Health Influencer



MADDIE LYMBURNER
Youtube Fitness
Dance Party
Workout
80s playlist



JAMEA LYNN
Health Influencer



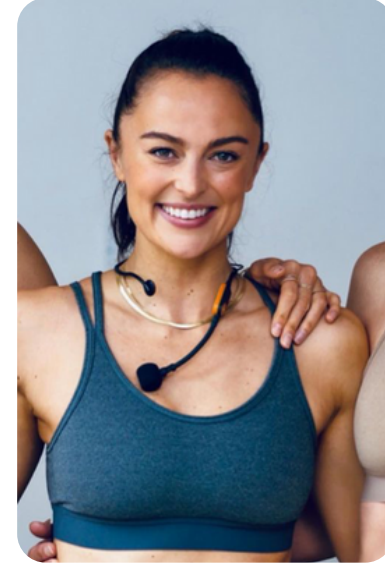
KATIE AUSTIN
Mother - Daughter
Workout 80's theme



CAMILLE KOSTEK
Model
#nevernotdancing



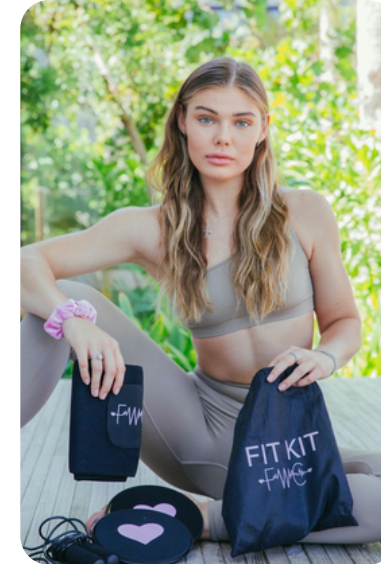
VALERIA DOVETSKY
Health & Lifestyle
Influencer



MEGHAN ROUP
Fitness Influencer



MARIAMA DIALLO
Health & Lifestyle
Influencer



CAMBRIE SCHRODER
Model
FitwithCambrie -
Fitness Instagram



VERONICA WEBB
Health & Lifestyle
Influencer

HEALTH INFLUENCERS



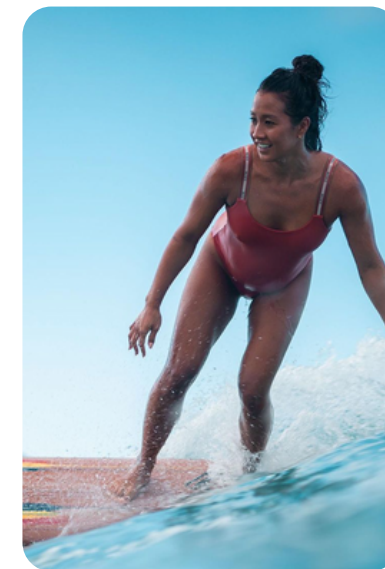
CAROLINE WOZNIACKI
former pro tennis player



BETHANY HAMILTON
professional surfer



SIMONE BILES
olympic gymnast



KELIA TERMINI
Surfer



SARAH FULLER
first female SEC
football player



MALLORY DUGH
Detail



NIQUE MILLER
Surfer



CHLOE KIM
olympic snowboarder



ANGELIQUE KERBER
Tennis Player

ATHLETE INFLUENCERS



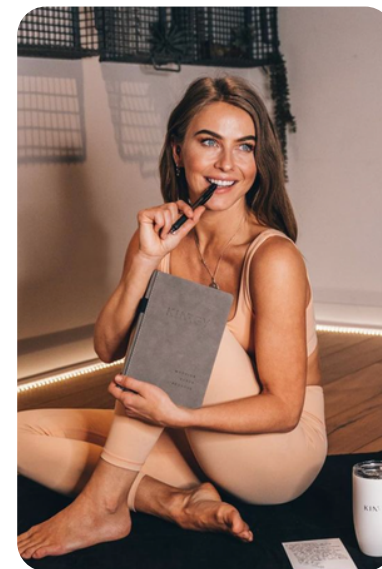
LEXI UNDERWOOD
little fires everywhere



MADISON BAILEY
outer banks



HAILEE STEINFELD
dickinson, hawkeye



JULIANNE HOUGH
actress, dancer, singer
KingryDance
Workout



NORAH. YARAH.
ROSA
Letithappen
Dancers



BRIE LARSON
Actress



AMANDA KLOOTS
Actress



ARLISSA
Singer
Recently featured
on VogueBeauty



SYDNEY SWEENEY
Actress
Handmaid's Tails &
Euphoria



VANESSA HUDGENS
Actress



ASHLEY MADEKWE
Actress

ACTRESSES & DANCERS



DEVON CARLSON
Co-Founder of
@wildflowercases



MATILDA DIERF
Model, Blogger &
Fashion Influencer



CAMILA MORRONE
Argentine Actress &
Model



ANNA WINCK
Denmark Content
Creator



NINA SANDBECH
200k Followers
Scandi blogger



EMMA ELLINGSEN
Norway
19 y/o Trans-
Woman



IMAAH HAMMAM
Dutch model



KRISTEN NOEL CRAWLEY
Don C's wife



EMMA LEGER. SOPHIE
SUCHAN. MITSAN RAITER
"PFG" Girl Group

MODELS & INFLUENCERS