



# PETITE PLUME

## Influencer Case Study

Caroline Lucas

# Influencer Strategy (Macro)

## Influencer 1: @prettyinthepines (839K Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

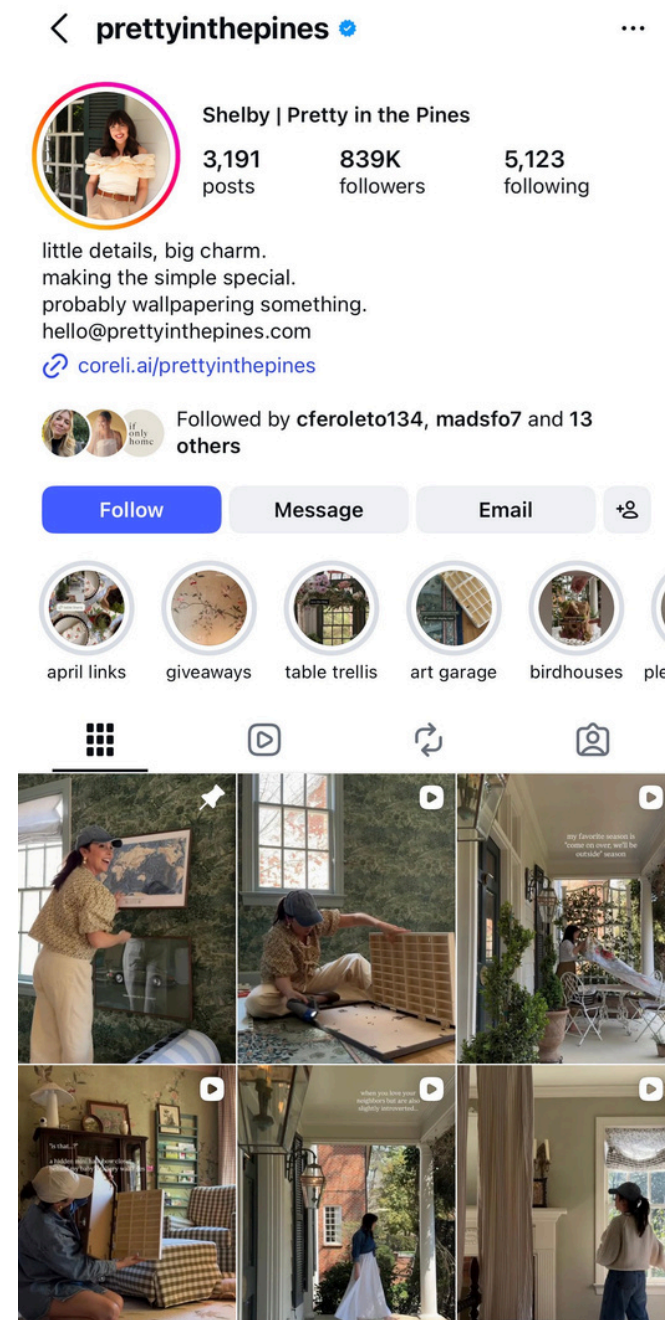
@prettyinthepines (Rachel Parcell affiliate creator, known as Sarah Tucker) has a soft, feminine, and polished visual style that aligns seamlessly with Petite Plume's classic, elevated sleepwear aesthetic. Her content often features light, airy color palettes, cozy home settings, and curated lifestyle moments, perfect for showcasing luxury pajamas in an aspirational yet approachable way.

### Audience:

Her audience is primarily women interested in fashion, home decor, motherhood, and lifestyle content, closely overlapping with Petite Plume's target demographic of style-conscious women and families. She also shares family-oriented content, which creates a natural entry point for promoting matching family pajamas and seasonal collections (holiday, back-to-school, etc.).

### Tone & Brand Alignment:

Her tone is warm, relatable, and polished without feeling overly commercial. She excels at integrating products into everyday life (morning routines, holidays, hosting at home), which would make Petite Plume feel like a natural part of her lifestyle rather than a forced partnership. Her brand leans into timelessness and tradition, values that strongly mirror Petite Plume's identity.



### Content Opportunities:

- Holiday morning / Christmas pajama storytelling
- "Day in the life" or slow morning routines featuring sleepwear
- Family matching sets or gifting moments
- Hosting/at-home content (brunch, weekends, cozy evenings)

# Influencer Strategy (Macro)

## Influencer 2: @narasmith (4.8M Followers)

*Why she's a strong fit for Petite Plume:*

### Aesthetic:

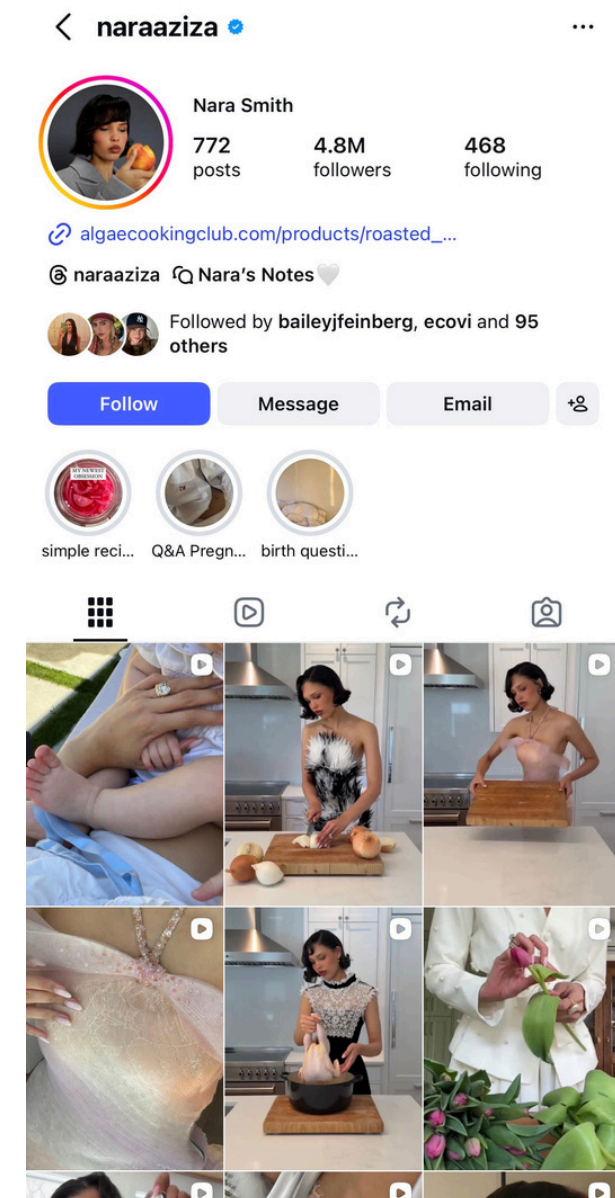
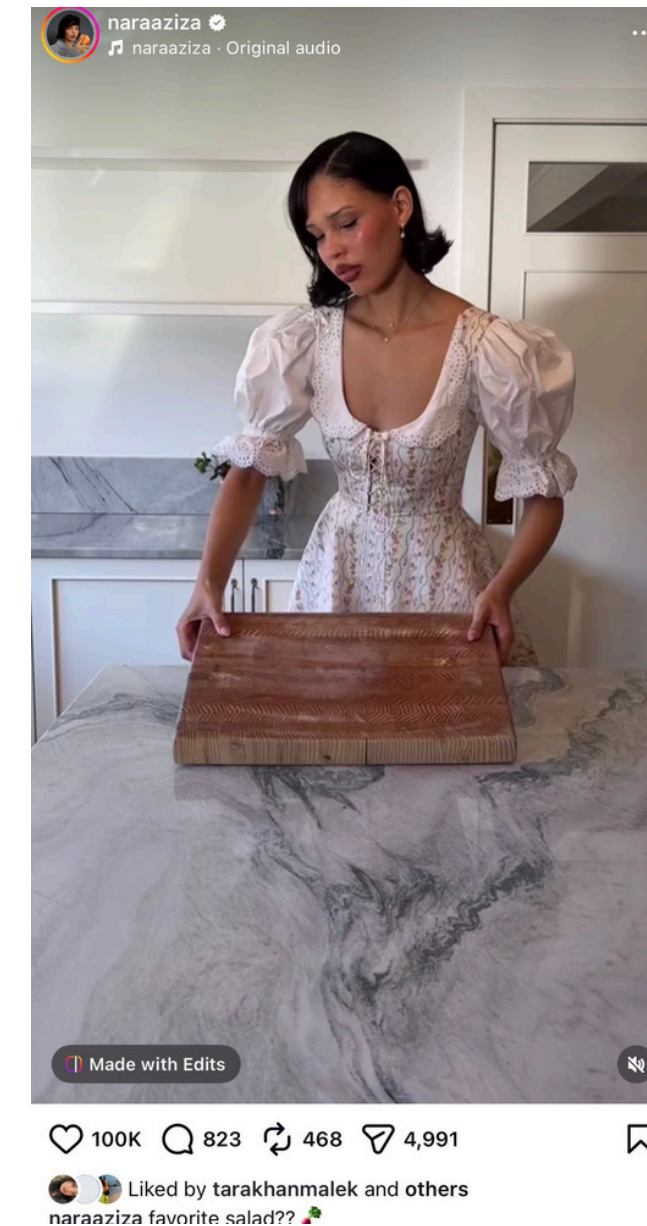
@narasmith is known for her soft, romantic, and highly elevated “homemaking” aesthetic featuring neutral tones, natural textures, and beautifully composed at-home moments. Her content often centers around cooking, slow living, and domestic rituals, all captured in a cinematic, calming style. This world aligns seamlessly with Petite Plume’s brand identity of timelessness, comfort, and understated luxury.

### Audience:

Nara has a massive, highly engaged audience across TikTok and Instagram, with content that consistently reaches viral scale. Her viewers are deeply invested in her routines, lifestyle, and home life, making her especially effective for storytelling-driven brand integration. Her audience spans Gen Z to millennial women who value aesthetics, wellness, and aspirational daily rituals, strongly aligned with Petite Plume’s target customer.

### Tone & Brand Alignment:

Her tone is serene, intentional, and deeply immersive. She transforms everyday routines such as cooking, mornings, evenings into aspirational rituals, which directly mirrors Petite Plume’s positioning around elevated daily living. Pajamas would feel like a natural extension of her content, particularly within her slow, home-centered narratives.



### Content Opportunities:

- Morning or evening routine content featuring Petite Plume
- “Homemaking” storytelling (cooking, hosting, slow days at home)
- Cinematic, editorial-style Reels/TikToks
- Seasonal content (fall/winter cozy moments, holiday mornings)
- Long-form storytelling that integrates product into her lifestyle seamlessly

# Influencer Strategy (Macro)

## Influencer 3: @paigelorenze (1M Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

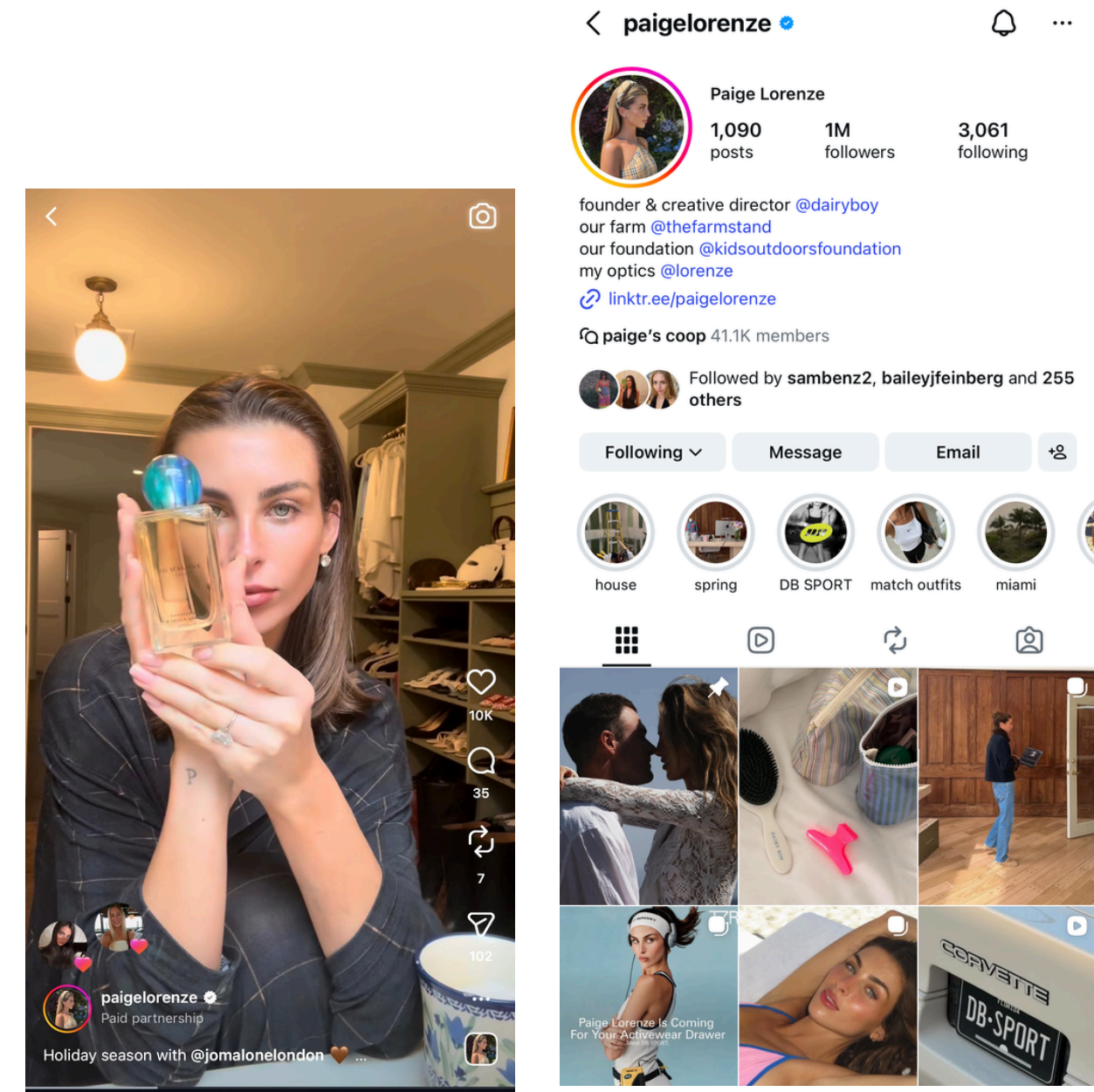
@paigelorenze embodies a “cozy Connecticut farmhouse” aesthetic that aligns beautifully with Petite Plume’s classic, timeless brand identity. Her content features soft neutrals, rustic interiors, countryside settings, and elevated loungewear moments that naturally complement luxury sleepwear. The overall feel is relaxed yet refined, exactly the environment Petite Plume products are designed for.

### Audience:

Paige has a highly engaged, cross-platform audience that spans Instagram and her growing YouTube channel. On YouTube, she shares longer-form lifestyle content (home, routines, seasonal living), which allows for deeper storytelling and more organic product integration. Her audience is largely Gen Z to millennial women interested in fashion, home, wellness, and aspirational everyday living, well aligned with Petite Plume’s target customer.

### Tone & Brand Alignment:

Her tone is intimate, personal, and lifestyle-driven, making her content feel authentic rather than overly curated or transactional. She emphasizes slow living, cozy routines, and home-centered moments, key themes that strongly mirror Petite Plume’s focus on comfort, quality, and family-oriented rituals.



### Content Opportunities:

- “Cozy morning” or “night routine” YouTube vlogs featuring Petite Plume
- Fall/winter farmhouse content (prime pajama season)
- Holiday hosting and gifting moments
- Instagram + YouTube cross-promotion for deeper storytelling
- Weekend-in-the-country or reset routines highlighting loungewear
- 2026 bride

# Influencer Strategy *(Nano/Micro)*

## Influencer 4: @alexandrasistodaniel (40K Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

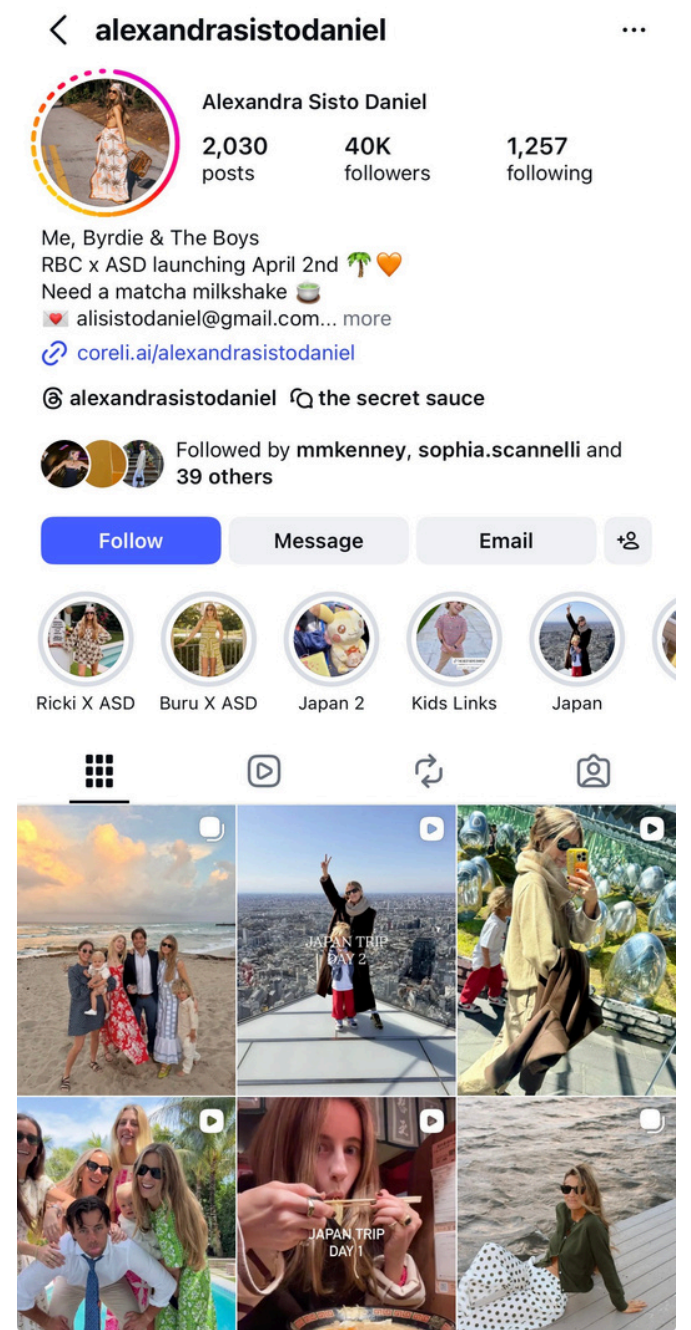
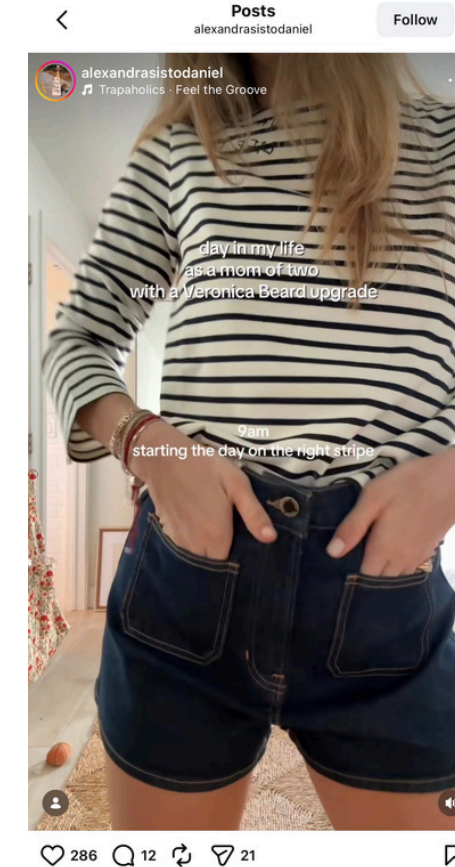
@alexandrasistodaniel leans into a classic, feminine, and polished aesthetic with a strong emphasis on home, family life, and elevated everyday moments. Her content often features soft color palettes, curated interiors, and timeless wardrobe staples, an ideal visual match for Petite Plume's refined, heritage-inspired sleepwear. There's a consistent sense of warmth and intention in her imagery that complements the brand's focus on comfort and tradition.

### Audience:

Her audience is primarily women interested in motherhood, home decor, fashion, and lifestyle closely aligned with Petite Plume's core customer, particularly those shopping for family sets, gifting, and seasonal collections. Her family-oriented content creates natural opportunities to highlight Petite Plume's offerings for women, children, and matching moments.

### Tone & Brand Alignment:

Her tone is warm, approachable, and family-centered, with an emphasis on creating meaningful moments at home. She shares routines, parenting content, and lifestyle inspiration in a way that feels authentic and aspirational without being overly produced. This aligns strongly with Petite Plume's positioning around family traditions, comfort, and timeless living.



### Content Opportunities:

- Family matching pajama moments (holidays, weekends, bedtime routines)
- "At home" lifestyle content (slow mornings, evenings with family)
- Seasonal campaigns (holiday gifting, back-to-school, Mother's Day)
- Cozy routine content featuring both women's and children's sleepwear
- Story-driven posts centered around family traditions and rituals

# Influencer Strategy *(Nano/Micro)*

## Influencer 5: @lifeofreilly (24K Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

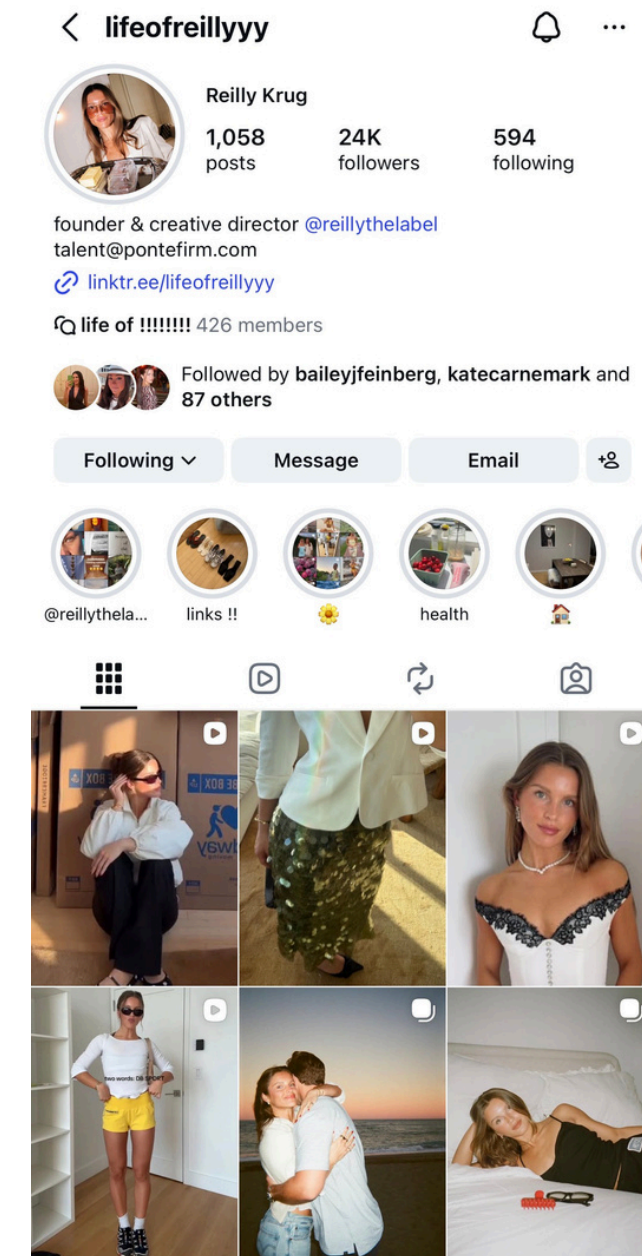
@lifeofreilly captures a chic, minimal, and elevated NYC lifestyle with a strong focus on slow, intentional mornings. Her content often features neutral tones, clean interiors, and soft lighting, creating an effortlessly polished look that pairs well with Petite Plume's timeless, luxury sleepwear. Her "aesthetic morning" content, in particular, naturally lends itself to showcasing pajamas in a refined yet relatable way.

### Audience:

Her audience is primarily young professional women and city-based followers who are interested in fashion, wellness, and aspirational daily routines. This demographic aligns well with Petite Plume's customer, especially those drawn to elevated basics and everyday luxury. Her consistent "day in the life" content builds strong viewer trust and engagement.

### Tone & Brand Alignment:

Her tone is calm, intimate, and lifestyle-focused, with an emphasis on routines and small daily rituals. She seamlessly integrates products into her mornings; coffee, skincare, getting ready - which creates an organic opportunity to position Petite Plume as part of her everyday life. The brand's emphasis on comfort and quiet luxury fits naturally into her content style.



### Content Opportunities:

- "Day in the life in NYC" featuring morning and evening routines in Petite Plume
- Aesthetic morning routines (coffee, journaling, getting ready)
- Transitional content (home to city day) highlighting versatility
- Instagram Reels + TikTok short-form paired with longer routine content
- "Reset days" or self-care routines centered around loungewear
- 2026 bride

# Influencer Strategy *(Nano/Micro)*

## Influencer 6: @melissemartineau (18.2K Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

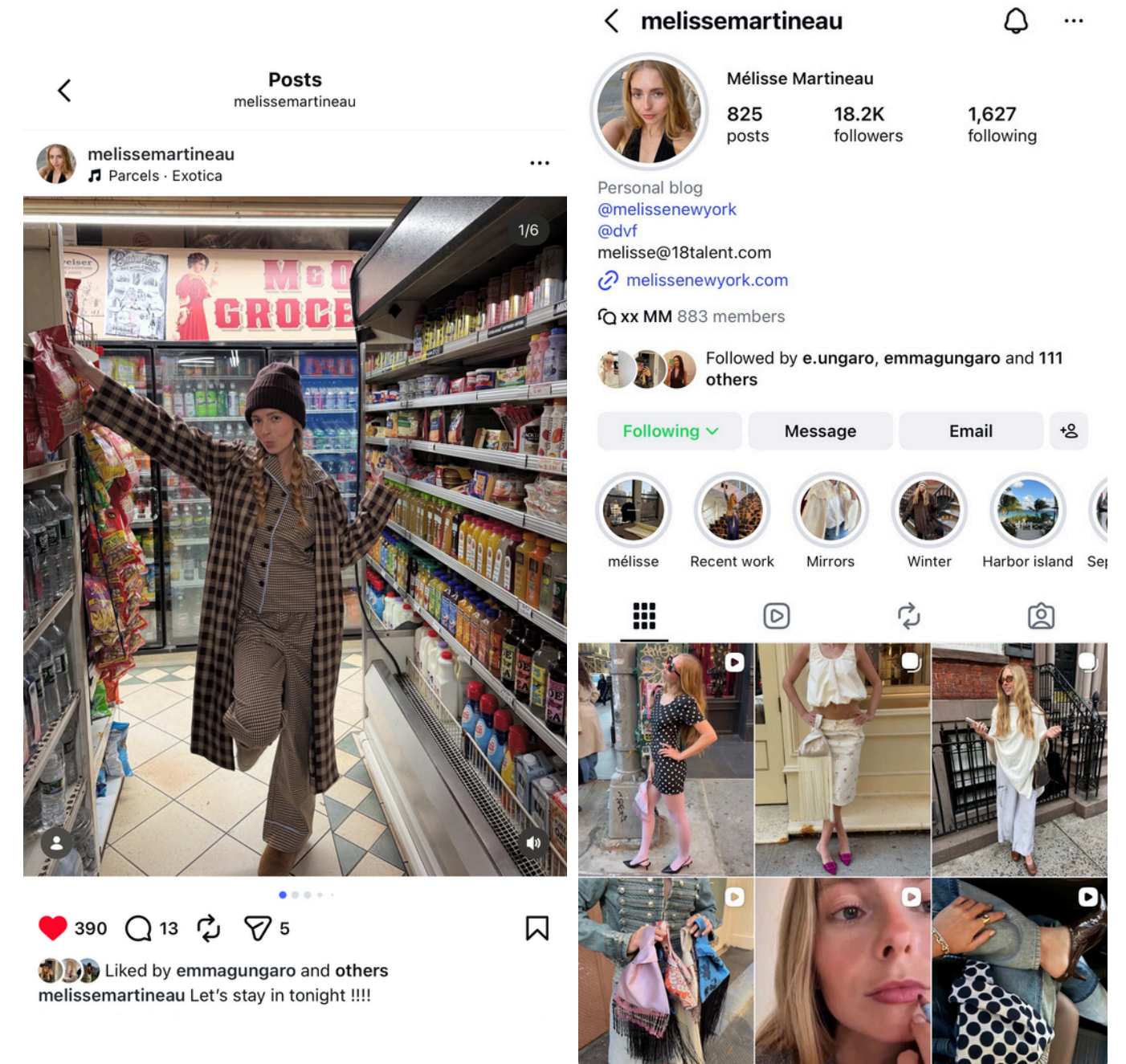
@melissemartineau's content blends an effortlessly chic NYC lifestyle with a soft, feminine, and artisanal sensibility. Her visuals often feature neutral tones, natural light, and thoughtfully composed scenes that feel both elevated and intimate. Her previous work with Hill House Home reflects a strong alignment with heritage-inspired, romantic branding very much in line with Petite Plume's timeless sleepwear aesthetic.

### Audience:

Her audience is made up of style-conscious, creative, and trend-aware women who are drawn to fashion, city living, and independent artistry. She has also seen notable recent growth driven by her handmade bag business in NYC, which has increased both her visibility and engagement. This positions her as not just an influencer, but a creator with a loyal and invested following, ideal for meaningful brand partnerships.

### Tone & Brand Alignment:

Her tone feels authentic, creative, and quietly aspirational. Through her "day in the life" content in New York City, she shares slow mornings, getting-ready routines, and behind-the-scenes glimpses of her design process. This storytelling style aligns well with Petite Plume's emphasis on everyday luxury, craftsmanship, and intentional living.



### Content Opportunities:

- "Day in the life in NYC" featuring morning routines in Petite Plume
- Studio-to-home storytelling (design process + cozy reset moments)
- Artisanal/creator-focused campaigns highlighting craftsmanship
- Elevated Reels/TikToks with a fashion-meets-lifestyle angle
- Collaborative storytelling around creativity, routine, and comfort

# Influencer Strategy *(Nano/Micro)*

## Influencer 7: @palomameehan (45.6K Followers)

*Why she's a strong fit for Petite Plume*

### Aesthetic:

@palomameehan's content feels understated, intimate, and effortlessly refined. She leans into a minimal yet thoughtful visual style - soft tones, lived-in spaces, and candid moments—that aligns well with Petite Plume's elevated, everyday luxury positioning. Rather than overly polished imagery, her aesthetic feels real and personal, which can make the brand feel more approachable and lived-in.

### Audience:

Her audience is highly engaged and values authenticity, creativity, and storytelling over highly commercialized content. Many of her followers are interested in fashion, writing, and thoughtful lifestyle content, an audience that is likely to appreciate quality, craftsmanship, and the narrative behind a brand like Petite Plume.

### Tone & Brand Alignment:

Paloma is known for being deeply authentic and true to her voice, which is increasingly important when working with creators today. Her content never feels forced or overly sponsored, making her an ideal partner for a brand like Petite Plume that benefits from organic, story-driven integration. Her tone is introspective, personal, and quietly aspirational, aligning with the brand's emphasis on comfort, ritual, and intentional living.



### Content Opportunities:

- Narrative-driven content around morning/evening routines
- “Slow living” storytelling that naturally incorporates sleepwear
- Subtle, editorial-style Instagram content
- **Substack collaboration opportunity:**
  - Paloma would be an especially strong partner to explore long-form storytelling via Substack - whether through a sponsored post, co-created essay, or branded series around rituals, rest, and home life. This would allow Petite Plume to tap into a more thoughtful, content-driven channel beyond traditional social.
- Cross-platform storytelling that prioritizes depth over volume

# UGC and Budget Creativity

TASK: Creative Direction - Provide 2 to 3 specific UGC content ideas you would test. This can include themes, hooks, or formats.

## “Morning Routine / Get Unready With Me”

### Concept Overview:

Position Petite Plume as part of intimate, everyday rituals - whether it's starting the day slowly or winding down at night. This content leans into the emotional connection of comfort, routine, and home.

### Why This Works:

- Routine-based content consistently performs well across TikTok & Reels
- Feels organic and non-promotional (native to creator style)
- Naturally showcases product in-use (not staged)
- Aligns with Petite Plume's brand pillars: comfort, ritual, and timeless living
- Morning Routine Variation

### Hook Ideas:

- “My slow morning in NYC...”
- “Romanticizing my mornings lately...”
- “What I wear before the day starts...”

### Content Flow:

- Wake up to coffee/tea to journaling to getting ready
- Soft, natural lighting + calm music
- Pajamas are worn throughout the first half of the routine

### Key Product Moment:

Subtle focus on fabric, movement, and comfort while transitioning out of sleepwear  
“Get Unready With Me” (Night Routine)

### Hook Ideas:

- “Let's unwind after a long day...”
- “My night routine lately...”
- “Getting cozy for the night...”

### Content Flow:

- Changing into Petite Plume pajamas
- Skincare to lighting candles to reading / winding down
- Cozy, dim lighting with emphasis on relaxation

### Key Product Moment:

- Hero moment = changing into pajamas (signals comfort + transition to rest)

### Execution Notes:

- Prioritize creators known for aesthetic routines (NYC, home, lifestyle)
- Keep content minimally branded, let the product blend into the routine
- Capture both short-form (Reels/TikTok) and long-form (YouTube/Substack) extensions
- Test across different creator styles: polished vs. candid

# UGC and Budget Creativity

TASK: Creative Direction - Provide 2 to 3 specific UGC content ideas you would test. This can include themes, hooks, or formats.

## “Sunday Brunch”

### Concept Overview:

Position Petite Plume as versatile, stylish sleepwear that seamlessly transitions into daytime moments, whether at home hosting or stepping out. This concept blends comfort with fashion, showing pajamas as part of a full lifestyle, not just nighttime wear.

### Why This Works:

- Expands perception of pajamas, from sleepwear to daywear styling
- Taps into highly shareable “weekend lifestyle” content
- Appeals to multiple audiences (Gen Z, young professionals, moms)
- Creates both aspirational and relatable content

### Concept Variation 1: Hosting at Home

#### Hook Ideas:

- “Hosting a slow Sunday brunch...”
- “Come host brunch with me...”
- “My ideal Sunday morning at home...”

#### Content Flow:

- Setting the table (flowers, pastries, coffee)
- Cooking or plating brunch
- Lounging with friends/family in Petite Plume

#### Key Product Moment:

- Pajamas styled effortlessly while hosting, comfortable but still polished

### Concept Variation 2: “Wearing Pajamas Out”

#### Hook Ideas:

- “Yes, I wore pajamas to brunch...”
- “Sunday brunch outfit idea...”
- “Turning my pajamas into an outfit...”

#### Content Flow:

- Styling Petite Plume set with trench coat, sunglasses, flats/heels
- Walking through the city to arriving at brunch
- Café/restaurant moments

#### Key Product Moment:

- Transformation from sleepwear, styled outfit (fashion-forward angle)

### Concept Variation 3: Mom / Family Brunch

#### Hook Ideas:

- “Sunday mornings with my family...”
- “Brunch at home with the kids...”

#### Content Flow:

- Kids in matching sets
- Family breakfast/brunch setup
- Cozy, candid moments at home

#### Key Product Moment:

- Matching sets + family-oriented storytelling

#### Execution Notes:

- Lean into aspirational + lifestyle-driven storytelling
- Encourage creators to style pajamas their way (personal expression)
- Capture mix of UGC (candid) and elevated lifestyle content
- Strong opportunity for seasonal pushes (spring, holidays, Mother’s Day)

# UGC and Budget Creativity

TASK: Creative Direction - Provide 2 to 3 specific UGC content ideas you would test. This can include themes, hooks, or formats.

## “Giftable Moments”

### Concept Overview:

Position Petite Plume as the perfect, thoughtful gift for meaningful moments; holidays, birthdays, hosting, or “just because.” This concept emphasizes emotion, presentation, and the experience of giving (and receiving) luxury sleepwear.

### Why This Works:

- Strong alignment with Petite Plume’s core business (gifting + sets)
- Naturally peaks around key retail moments (holidays, Mother’s Day, etc.)
- Emotion-driven content performs well (surprise, reaction, sentiment)
- Highlights product quality, packaging, and timeless appeal

### Concept Variation 1: “The Perfect Gift”

#### Hook Ideas:

- “The most perfect gift I’ve given...”
- “What I got my mom/best friend...”
- “Gift ideas for someone who has everything...”

#### Content Flow:

- Unboxing Petite Plume (packaging, fabric details)
- Wrapping or preparing the gift
- Gifting moment + reaction

#### Key Product Moment:

- Focus on presentation, quality, and emotional reaction
- Concept Variation 2: “Hostess Gift / Weekend Stay”

#### Hook Ideas:

- “What to bring your host...”
- “The chicest hostess gift idea...”

#### Content Flow:

- Packing for a weekend trip
- Bringing Petite Plume as a gift
- Cozy moments at the host’s home

#### Key Product Moment:

- Position pajamas as a thoughtful, elevated alternative to traditional gifts

### Concept Variation 3: “Matching Moments”

#### Hook Ideas:

- “Got us matching sets...”
- “Surprising my family with these...”

#### Content Flow:

- Gifting matching sets (friends, sisters, family, kids)
- Reveal moment = everyone wearing them
- Cozy group setting (morning, holiday, etc.)

#### Key Product Moment:

- Emotional storytelling + visual impact of matching sets

#### Execution Notes:

- Prioritize seasonal timing (holidays, bridal, Mother’s Day)
- Lean into unboxing + tactile details (fabric, monograms, packaging)
- Capture authentic reactions (key for emotional resonance)
- Extend across Reels/TikTok + longer storytelling (YouTube/Substack)

# Opportunity Thinking

## “Soft Solo Girls”

*The untapped market of 20 something girls prioritizing their health + wellness, careers, staying in and focusing on their routines.*

### These women:

- spend more on themselves (no kid budget tradeoffs)
- over-index on aesthetic purchases
- are highly active on TikTok / Reels

Value =

More likely to buy:

- multiple sets
- premium fabrics
- seasonal drops

Stronger repeat behavior

- Pajamas become part of identity (“I’m a cozy/home person”)
- Not just occasional gifting purchases

### How I would test this quickly

#### Step 1: Creator seeding

Send product to:

- 10–15 creators
- 20K–150K followers
- no kids OR not kid-focused content

#### Look for:

- strong home aesthetic
- routine-based content
- “calm girl” vibe

#### Step 2: Give one clear brief

- “Show how you romanticize your evenings or mornings at home”
- No over-direction, just 2–3 hook options.

#### Step 3: Paid test immediately

- Turn top 3–5 videos into ads
- Test against:
  - mom/family creative

### Compare:

- CPA
- hook rate
- hold rate

#### Step 4: Landing page tweak

Test a collection page framed as:

“For Slow Mornings & Early Nights”

Not “family matching sets”

Key risk (and how to handle it)

#### Risk:

You dilute your core “family” positioning

#### Solution:

Don’t replace it, expand the narrative

#### Keep:

family = emotional core

#### Add:

solo luxury = identity layer

### **Bottom line:**

Petite Plume is currently winning in:  
“who you wear pajamas with”

The untapped opportunity is owning:  
“**who you are when you wear them**”

*That shift from family product to lifestyle identity is where the next level of growth likely sits.*

Thank you!

Caroline