

COGNIÉ



Cognié PR & Influencer Pitchbook

Emily Yudichak

Table of Contents

Introduction 1

Outreach Strategy & Planning 2

- Campaign Objective
- Research & Planning
- Outreach Strategy
- Execution

Influencer and Editors Pitches 8

Influencer Campaign Brief15

Editors Note

This pitchbook showcases the outreach strategy, planning process, and communications developed during my Influencer Relations & PR internship at Cognié, a Paris-based contemporary jewelry brand.

The campaigns were designed to strengthen brand awareness, build meaningful relationships with industry professionals, and support product gifting, editorial placements, showroom appointments, and wholesale opportunities. Each pitch was developed through strategic research and tailored to the recipient, ensuring that every outreach reflected Cognié’s brand identity while addressing the interests of influencers, editors, stylists, and retail buyers.

The following pages highlight my workflow from research and planning through execution, and include a selection of personalized outreach emails written throughout my internship.



First Name	Last Name	Instagram	Followers	Tiktok	Followers	Based	Gender		Found	Pitch Status	Response	Contact Information
Tina	Zhang	tinarzhang	83.5K	tinarzhang	112.9K	NYC	Female		Social Media	Decided No	For future	TeamTina@nextmanage
Eileen	Hyun	eileenk.hyun	94.7k	eileenk.hyun	63.4k	San Francisco Bay	Female		Social Media	Decided No	For future	teameileen@nextmanag
Yuyan		itsyuyann	409k	itsyuyann	309.7k	NYC	Female		Social Media	Sent Pitch	Waiting on Re...	yuyan@select.co
Kian	Mccaffrey	kian.mccaffrey	61.5k	kian.mccaffrey	484.8k	Miami	Male		Social Media	Decided No	For future	kaitlyn@cmgworldwide
Christian	Petty	christianptty	220k	christianptty	128.9k	UK	Male		Social Media	Sent Pitch	Waiting on Re...	christian@outreachtalen
Timothy	Koh	timothykoh_	80.2k	timothykoh_	26k	Singapore	Male		Social Media	Sent Pitch	Waiting on Re...	kohtimothy1@gmail.com
Brendan	Jordan	theyoungwretch	125k	theyoungwretch	16.9k	NYC / Philly	Male		Social Media	Decided No	For future	wretch@pickieagency.c
Amelia	Ferland	ameliaferland	139k	ameliaferland	173.6k	NYC	Female		Social Media	Decided No	Waiting on Re...	ameliaferlandbusiness
Lauren	Caruso	laurencaruso_	60.1k	laurencaruso_	1.1k	NYC	Female		Social Media	Sent Pitch	Waiting on Re...	lauren.caruso27@gmail
Atelier	Gabi	atelierchezgabi	20k			ATL / NYC	Female		Upfluence	Sent Pitch	Waiting on Re...	atelierchezgabi@gmail
Mark	Deleon	markdeleonn	40.4k	markdeleon_	181.2k	NYC	Male		Upfluence	Decided No	For future	mark@genflow.com
Sophia	Geiss	sophia_geiss	73.4k			Germany	Female		Upfluence	Decided No	For future	contact@sophiageiss.c
Destiny	Igbinovia	byderryyms	16.6k	destiny.igbinovia	83k	Atlanta	Male		Social Media	Sent Pitch	Waiting on Re...	Digbinovia01@gmail.co
Eythan	Yeoh	eythanyeah	72.2k			Australia	Male		Social Media	Decided No	For future	ali@onedaydream.com.
Ethan	Gaskill	ethangaskill	282K	ethangaskill	485.7K	LA	Male		Social Media	Sent Pitch	Waiting on Re...	hello@ethangaskill.com
Emmanuel	Uddenberg	emmanuel.uddenberg	224k	emmanuel.uddenberg	547.5K	Canada	Male		Social Media	Sent Pitch	Waiting on Re...	Emmanuel.uddenberg@
Johnathan	Guo	johnathan.guo	2.5k	johnathan.guo	39.3K	France	Male		Social Media	Decided No	For future	jguo2016@gmail.com
Drew	Thomas	itsrue	47.8k	rue17	355.8K	NYC	Male		Social Media	Sent Pitch	Waiting on Re...	hannahc@newyorkmod
Dan	Cox	danncox_	63K	danncox_7	218.7K	Australia	Male		Social Media	Decided No	For future	dan@maxconnectors.co
Buchi		buchidaily	34.5k	buchidaily	13k	Chicago	Male		Social Media	Maybe? In Convo	In conversation	buchidaily@gmail.com
Amelia	Moosgaard Nieslen	ameliamoosgaard	520k			Denmark	Female		Social Media	Wrote Pitch	N/A	Send DM
Mavis	Siow	mavissio	153k	mavissio	26.6k	Australia	Female		Social Media	Sent Pitch	Waiting on Re...	booker@basicmodels.c
Larissa	Kiassumbua	larissajeannew	284k	larissajeannew	228.1K	NYC	Female		Social Media	Decided No	For future	larissa@sesamyagency
Stefan	John Turner	stefanjohnturner	62.6k	stefanjohnturner	6.5k	Denmark	Male		Social Media	Decided No	For future	copenhagen@redgertco
Emily	Bonita	emilybonita	36.6k	emilybonita	5.8k	NYC	Female		Social Media	Sent Pitch	Waiting on Re...	marianne@26apt.com
Shadi	Ojelade	shadijelade	15.7k			NYC	Female		Social Media	Wrote Pitch	N/A	Send DM
Kevin	Wilson	kevinpeterwilson	16.7k	kevinpeterwilson	22k	NYC	Male		Upfluence	Said Yes	Said Yes	work@studio-kpw.com
Gaius	Okami	gaiusokami	95.1k	gaiusokami	8k	Germany / NYC	Male		Social Media	Sent Pitch	Waiting on Re...	gaius@sesamyagency.c
Alisa	Emelianova	allicemelianova	31.1k	allicemelianova	11.5k	Russia/France	Female		Social Media	Sent Pitch	Waiting on Re...	allicemelstylist@gmail
Dagmara	Jarzynka	dagmarajarzynka	29.8k	dagmara.jarzynka	2k	France	Female		Social Media	Decided No	For future	contact@dagmarajarzyn
Victoria		victoriaxbel	21.1k	victoriaxbel	1.2k	UK	Female		Social Media	Maybe? In Convo	In conversation	info@victoriaxbel.com

Outreach Strategy & Planning

Campaign Objective:

Develop targeted outreach campaigns to introduce Cognié to key industry contacts and generate opportunities for influencer collaborations, editorial coverage, showroom appointments, and wholesale partnerships. Each campaign aimed to increase brand visibility while fostering long-term relationships with creators, media professionals, stylists, and buyers.

Influencer Gifting

Objective

Build authentic relationships with fashion, lifestyle, and jewelry creators whose content and audience aligned with Cognié’s brand identity. The goal was to introduce the brand through personalized product gifting while encouraging organic content creation and long-term partnerships.

Strategy

- Researched influencers using Upfluence based on audience demographics, engagement rate, content quality, and brand alignment.
- Evaluated previous brand collaborations to identify creators with a genuine interest in luxury and contemporary fashion.
- Personalized each outreach email by referencing the creator’s content and selecting products that matched their aesthetic.
- Coordinated gifting logistics and maintained communication throughout collaboration process

Outreach Management

Green indicated influencers who were a strong fit and moved forward in the gifting or collaboration process. Red identified influencers who responded positively but were not pursued at the time due to market, budget, or pricing. These creators remained in the tracker as valuable contacts for future campaigns and potential partnerships.

Maintaining this tracker ensured every outreach effort was organized, measurable, and accessible, allowing the team to monitor responses, identify opportunities, and build a long-term database of qualified influencer relationships.

19	emu	mayu	emu.mayu	5k				Female	Send Multi.	Socia... ▾	Said Yes ▾	Said ... ▾	Send DM
20	son		2323son	119k				Female	Send Multi.	Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
21	Koz		na7	9.2k				Female	Send Multi.	Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
22	Haruka	Nagakura	haruka_nagakura	74.4k				Female	Send Multi.	Socia... ▾	Said Yes ▾	Said ... ▾	Send DM
23	marina	kamura	marinakamura	136k				Female	1 text max	Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
24	momoka		ur.m.m.k	11.9k				Female	1 text max	Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
25	Taichi		a_6_0_9_b	23,2k				Male		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
26	rii		hvororii_69	187k				Female		Socia... ▾	Said Yes ▾	Said ... ▾	Send DM
27	Mai		mai.snk	24.1k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
28	AI	UCHIYAMA	ai_uchiyama	33.9k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
29	YUNA		y_97045	42.2k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
30	Miki		mkkrmc	42k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
31	Yuzuki		yuzu_ea					Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
32	Nami		etretokyo_nami	37.6k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
33	Chi		te.k	12k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
34	yuka	obata	yuku_obata	22.8k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
35	maki	tobita	makike_074	16.5k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
36	ayumi	hamamoto	ayumi6316	35k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
37	natsuko	mori	natsuko_mori	18k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
38	minami		ibnmn	30.9k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
39	Mio		03mi.m	27.6k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
40	hinaco	sawaguchi	hinacoroco	53.4k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
41	Aki	Isikuro	aki_ishikuro	120k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
42	PETITE	CHÉRIE	xxpetitecheriexx	29.9k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
43	mizuka		mizuka9912	21.4k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM
44	WAKIKO	KONDO	wakikokondo	17.1k				Female		Socia... ▾	Sent Pitch ▾	N/A ▾	Send DM

OUTREACH STRATEGY & PLANNING

Campaign Objective

Develop targeted outreach to expand Cognié’s presence across the U.S. and Japanese markets, connecting the brand with fashion creators, editors, stylists, and buyers.

Outreach focused on building relationships that could lead to influencer collaborations, editorial visibility, showroom appointments, and long-term market growth.

INFLUENCER GIFTING

Objective

Build authentic relationships with fashion and lifestyle creators whose aesthetic aligned with Cognié’s identity.

Recent outreach placed a stronger focus on Japan-based creators, using personalized gifting partnerships to introduce Cognié to new audiences while encouraging organic content through Reels, Stories, and styled product features.

4 confirmed creator partnerships across the U.S.

STRATEGY

- Researched creators using Upfluence, evaluating engagement, audience demographics, content quality, and brand alignment.
- Identified creators across the U.S. and Japanese markets whose style aligned with Cognié’s contemporary luxury positioning.
- Personalized outreach and product selections to each creator’s individual aesthetic and content style.
- Managed gifting communication, product selection, shipping details, and collaboration follow-ups.

OUTREACH MANAGEMENT

Maintained a detailed influencer tracker to manage creator status, responses, gifting decisions, and future opportunities across markets.

Green identified creators moving forward with gifting or collaborations, while red highlighted strong contacts to revisit for future campaigns.

This system created an organized database of qualified creators while supporting long-term influencer relationship building and international expansion.

First Name	Last Name	Email	Publication	^Title	Title Name	Media Type	Found ▾	Article Link
Josephine	Hadjiloucas	josephine.hadjiloucas@futurenet.com	WhoWhatWear	Assistant Shopping Editor	Understated, Intentional, Timeless: Your Fashion Guide to Fine Jewelry for Beginners	Online	Google ▾	ion/jewelry/bes
Samantha	Solomon	samanthag.solomon@gmail.com	Vogue	Assistant Jewelry & Fashion Editor	30+ of the Best Men's Jewe'ry Brands to Know and Shop	Online	Google ▾	om/article/best
Madison	Rexroat	madisoncrexroat@gmail.com	ELLE	Accessories Editor	31 Fine Jewelry Brands Worth Investing In, According to Jewelry Experts	Online	Google ▾	elry/a70245864
Louise	Menard	l.menard@numero.com	Numéro France	Editor	The jewellery designers you need to know about	Online	Google ▾	r-numero-the-j
Xenia	Lar	<i>need muckrack access to view contact information</i>	THE WED	Editor	11 Emerging Fine Jewelry Brands on Our Radar	Online	Google ▾	a/emerging-fine
Imani-Nia	Francis-Tsolaki	<i>need muckrack access to view contact information</i>	WhoWhatWear UK	Junior Fashion Editor	I'm a Jewellery-Obsessed Fashion Editor—These Are the 6 Under-the-Radar Brands Set to Dominate This Year	Online	Google ▾	com/fashion/jev
Kate	Matthams Spencer	katematthams@gmail.com	Forbes	Freelance (Forbes, Vogue Ukraine, Vanity Fair)	Paris Fashion Week Jewelry Trend: Mixed Metals And Two-Tone Jewelry	Online	Google ▾	/paris-fashion-
Kristina	Rutkowski	kristina.rutkowski@gmail.com	Glamour	Freelance fashion editor (Vogue, Harper's Bazaar, and Glamour)	11 Emerging Jewelry Brands You Should Know in 2026	Online	Google ▾	.com/story/em
Benedicte	Burguet	burguet.benedicte@gmail.com	Numéro France	Editor	20 bijoux à offrir au printemps, pour les fêtes ou pour soi	Online	Google ▾	tillerie/idees-bij
Kanami	Abe		Numéro Tokyo	Freelance (Numero and vogue)	ブシュロン「キャトル」新作ジュエリー。スリムなフォルムと煌めきを纏って登場	Online	Google ▾	ip/news-20260
Ana	Escalante	ana.escalante@futurenet.com	WhoWhatWear	Associate Features Editor	Bookmark This—These Are the Jewelry Trends Set to Define 2026	Online	Google ▾	r.com/fashion/j
--	--	Email the brand and dicuss info@thegoodtrade.com	The Good Trade	Editor team	15 Minimalist Jewelry Brands For Simple Everyday Pieces	Online	Google ▾	rade.com/featu
<i>need muckrack access to view contact information</i>	<i>need muckrack access to view contact information</i>	<i>need muckrack access to view contact information</i>	Numéro	Editor team	Tabayer unveils a sculptural and symbolic jewelry collection	Online	Google ▾	:-unveils-a-scul
Aika	Kawada	https://www.forlio.com/request/aika-kawada , submission request	Numéro Tokyo Closet	Journalist,Editor & Writer	黒いドレスに似合うシルバージュエリー「ASAMIFUJIKAWA」	Online	Google ▾	rs?tid=AfmBO

Fashion Editor & Media Tracker

Planning & Research
To expand Cognié’s media presence, I researched fashion editors and journalists whose coverage aligned with the brand’s contemporary aesthetic and target audience. Using Muck Rack, publication mastheads, and editorial research, I identified contacts across fashion, accessories, luxury, and lifestyle publications. A centralized media tracker was created to organize contacts and support personalized outreach throughout each campaign.

The tracker included:

- Editor name
- Publication
- Editorial role or beat
- Contact information
- Market/location
- Recent articles and editorial interests
- Outreach status
- Response tracking
- Follow-up notes and campaign updates

Outreach Management

Each editor received a personalized pitch tailored to their publication, editorial focus, and previous coverage. By researching the stories they covered and understanding their audience, I was able to position Cognié in a way that was relevant to their editorial interests.

The media tracker documented every stage of communication—from initial outreach through follow-up—to ensure timely responses and maintain organized records of all interactions. This system helped prioritize active opportunities while creating a valuable database of editorial contacts for future product launches, collection announcements, and media outreach.



COGNIÉ PARIS INFLUENCER PITCH

This influencer pitch was developed to introduce Cognié Paris and the Éclipse Collection to fashion creators whose personal style and audience aligned with the brand's contemporary luxury identity. The goal was to build authentic creator relationships through personalized product gifting and potential content collaborations.

Brand: Cognié Paris

Collection: Éclipse Collection

Target: Fashion + lifestyle creators across key international markets

Objective: Generate brand awareness, organic content, and long-term creator relationships

My Role: Researched creators, personalized outreach, selected relevant products, and managed gifting communication

SUBJ: A Private Invitation to Collaborate with Cognie Paris

To:

Hi X,

I'm reaching out from [Cognie Paris](#), a fine jewelry brand founded by Eva Cognie in the heart of Le Marais. Inspired by Parisian artistry and architectural design, we create sculptural pieces that embody understated luxury through thoughtful craftsmanship.

We would love to explore a potential collaboration with you.

Your content caught our eye because of your refined approach to fashion and your ability to create elevated, effortless looks that feel authentic. Your aesthetic feels intentional and naturally aligned with our brand.

We are currently introducing the [Éclipse Collection](#), a series of bold yet refined pieces inspired by distinctive forms, clean lines, and the balance between structure and elegance. We would love to gift you a piece from the collection and discuss creating meaningful content together.

We would be delighted to collaborate and share the world of Cognie Paris with your community.

Warm regards,
Emily



COGNIÉ



COGNIÉ PARIS EDITORIAL PITCH

This media pitch was developed to introduce Cognié Paris and the Éclipse Collection to fashion, jewelry, and lifestyle editors. The pitch positioned the brand's Parisian identity, architectural influences, and contemporary approach to fine jewelry for potential editorial coverage.

Brand: Cognié Paris

Collection: Éclipse Collection

Target: Fashion, jewelry + lifestyle editors

Objective: Secure editorial coverage and introduce Cognié to new media contacts

My Role: Researched relevant editors, developed the media pitch, and supported targeted outreach.

SUBJ: Meet Cognie Paris: Where Architecture Meets Fine Jewelry

To:

Hi X,

I'm reaching out from [Cognie Paris](#), a fine jewelry brand founded by Eva Cognie in the heart of Le Marais. Inspired by Parisian artistry, architectural forms, and modern self-expression, Cognie creates refined pieces that embody understated luxury through thoughtful craftsmanship and distinctive silhouettes.

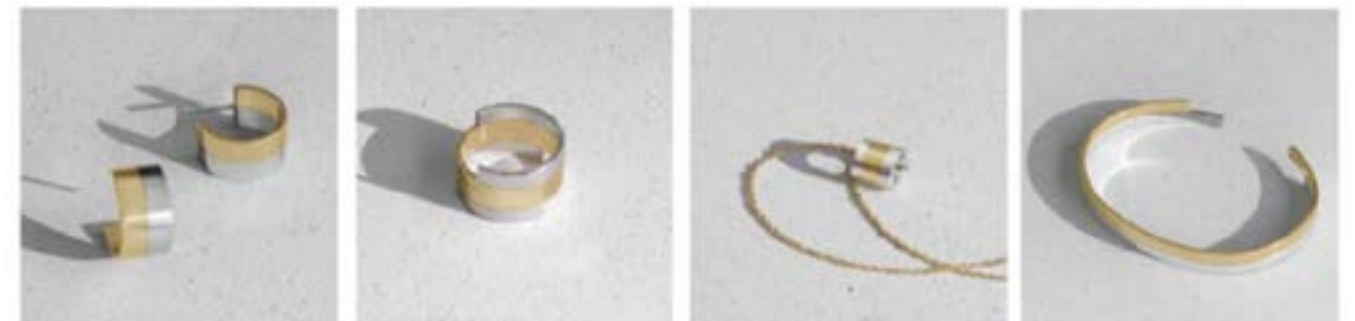
The [Éclipse Collection](#) explores the relation between light and shadow through bold yet elegant forms. Featuring [bracelets](#), [earrings](#), [necklaces](#), and [rings](#), the collection reflects Cognie's vision of contemporary luxury, balancing structure, fluidity, and timeless appeal.

We would love to introduce Cognie Paris and explore opportunities for inclusion in upcoming jewelry, fashion, and lifestyle coverage.

In the meantime, you can find high-resolution imagery and additional brand materials [HERE](#).

Warm regards,
Emily

ÉCLIPSE COLLECTION
Redefining the purpose of jewelry as a quiet luxury





PARIS FASHION WEEK CLASSE PARIS EDITOR OUTREACH

This media pitch was developed to invite fashion and jewelry editors to discover Cognié Paris' Éclipse Collection during Premiere Classe Paris at Jardin des Tuileries. The outreach introduced the collection while creating opportunities for in-person appointments, editorial coverage, and media relationships.

Event: Premiere Classe Paris

Collection: Éclipse Collection

Target: Fashion, jewelry + lifestyle editors
Objective: Drive editor attendance, collection discovery + editorial opportunities

My Role: Researched editors, developed the event pitch, managed outreach + coordinated appointment opportunities.

SUBJ: See Cognie Paris' New Eclipse Collection at Premiere Classe Paris

To:

Hi X,

I wanted to reach out ahead of [Premiere Classe Paris](#) to introduce [Cognie Paris'](#) newest collection, [Eclipse](#), debuting October 2–5, 2026, at Jardin des Tuileries, Paris.

Inspired by the contrast between light and shadow, the Eclipse Collection features Cognie's signature sculptural design through a refined selection of mixed-metal rings, bracelets, necklaces, and earrings. Designed with a contemporary, gender-neutral approach, each piece balances bold design with everyday wearability.

We would love to invite you to attend Premiere Classe, I'd love to invite you to visit the Cognie Paris collection to discover the Eclipse Collection in person, meet the team, and explore the brand's latest designs. I'd also be happy to arrange an appointment at your convenience.

Please let me know if you'd like additional information, imagery, or to schedule a meeting during the show. I look forward to hearing from you!

Best,

Emily





INFLUENCER CAMPAIGN BRIEF

This campaign brief was developed to guide Cognié Paris influencer gifting partnerships, providing creators with clear brand direction, content expectations, and product information while allowing space for authentic creative expression.

Campaign: Influencer Gifting + Content Collaboration

Collection: Éclipse Collection

Target: Fashion + lifestyle creators

Objective: Generate authentic creator content, increase brand awareness + build long-term influencer relationships

My Role: Developed the campaign brief, outlined content deliverables, coordinated product gifting + supported creator communication

Product Gifting Partnership

Founded by Eva Cognié in the heart of Le Marais, Paris, Cognié Paris creates sculptural fine jewelry inspired by Parisian artistry, modern elegance, and timeless design. Each piece is crafted to be expressive yet effortless, blending understated luxury with everyday wearability.

Collaboration Overview

We are excited to partner with Haruka Nagakura to introduce Cognié Paris to your audience through authentic, fashion-focused storytelling. This gifting collaboration is designed to showcase how Cognié jewelry aligns into your personal style and creative aesthetic.

Gifted Pieces

You will receive:

Apex Earring — Silver
Selene Ring — Silver

Content Deliverables

In exchange for the gifted jewelry, we kindly ask for:

Instagram Reel

- Feature Cognié jewelry styled in your personal aesthetic
- Showcase how the pieces complement your outfit, lifestyle, or daily routine mention with white text in post in outfit break down
- Tag @cognieparis and include the brand name in the caption

Instagram Stories

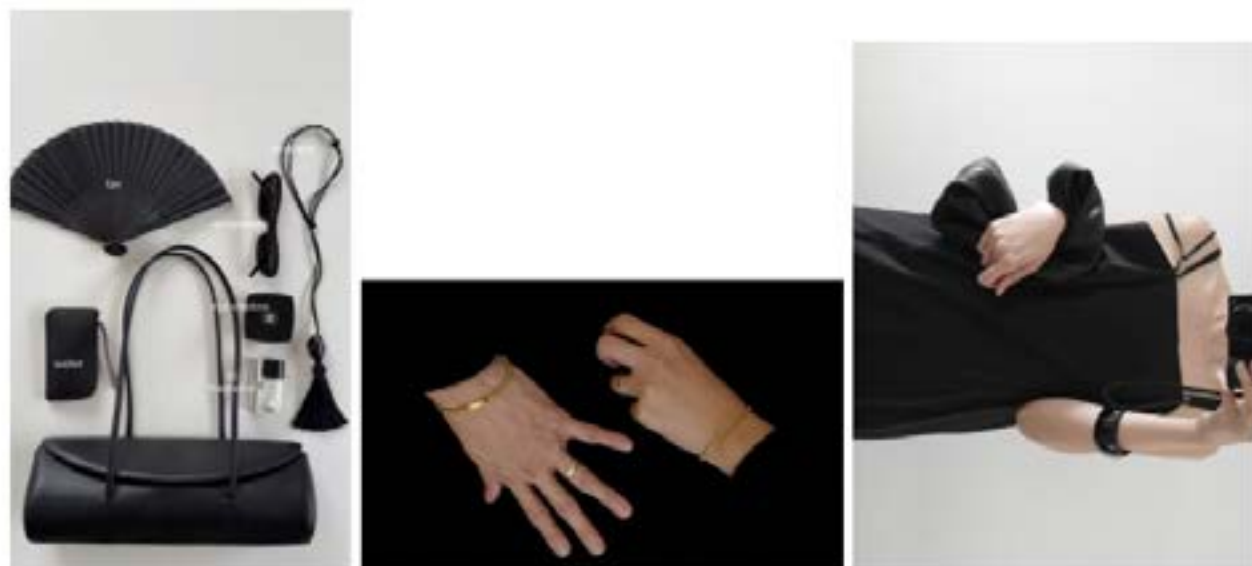
- Share the gifted pieces through 1–3 story frames

- Tag @cognieparis
- Include a link/tag to the brand when possible
- When showcasing jewelry use white text in outfit break down

Optional Content Opportunities

- Outfit styling content
- Jewelry close-ups/details
- Carousel posts
- “Get ready with me” or lifestyle integration

Posts that caught our attention:



Creative Direction

We encourage you to create content that feels authentic to your audience and reflects your own creative voice. We are not looking for scripted content — we want to see how you naturally style and experience Cognié Paris.

Key brand elements to highlight:

- Craftsmanship
- Sculptural design
- Timeless luxury
- Effortless styling
- Jewelry as self-expression

ORGANIZATION

Cognié Tracker

Google Sheet: [HERE](#)

- Contains influencers, and editors to audit
 - Influencer price, stats folder: [HERE](#)
- Japan Influencer Tracker: [HERE](#)
- Buying Tracker: [HERE](#)
- Stylist Tracker: [HERE](#)

Influencer Campaign Brief

- Emu Mayu: [HERE](#)
- Ayumi: [HERE](#)
- Hyoroli (rii): [HERE](#)
- Haruka Nagakura: [HERE](#)

PR & Marketing Materials

[Pitches](#) - Upload docs drafts, finalized

- Examples and Layout: [HERE](#)
- Pitch Angles (concepts) [HERE](#)
- Pitch Drafts [HERE](#)
 - June - Collaboration Pitch: [HERE](#)
 - Status: Sent out to influencers
 - June - Replies to Gifting Collaboration Details [HERE](#)
 - June - La Samaritaine Pitch: [HERE](#)
 - July - Follow up pitch (non responding members): [HERE](#)
 - July - Buying Pitch: [HERE](#)
 - July - Editors pitch Eclipse collection: [HERE](#)
 - July/August - Editor Premiere Classe Paris Pitch [HERE](#)
 - July/August - Influencer Premiere Classe Invite Pitch [HERE](#)
 - July/August Showroom Pitch: [HERE](#)
 - September - Editor Premiere Classe follow up Pitch:

[Pitch Decks](#) - Business presentation used for pitches

[Imagery](#) - Campaign Photos

[Gifting Information](#) - Send products to editors/influencers

