

AZIONE

Clinet Binder:

Kosas, Kenra Professional, Cymbiotika,
Farmacy, Lake & Skye, and Dancing Sonoma

Emily Yudichak

Table of Contents

Planning Process	2
Client Pitch Releases	4
Intern Project Pitches	16

A product shot of a Farmacy Honey Halo Ultra-Hydrating Ceramide Moisturizer jar. The jar is white with a dark wooden lid and is surrounded by various natural elements: purple and white flowers, green foliage, a slice of grapefruit, and a piece of honeycomb. The label on the jar reads:

FARMACY
HONEY HALO

ULTRA-HYDRATING
CERAMIDE MOISTURIZER

CRÈME ULTRAHYDRATANTE
AUX CÉRAMIDES

50 mL | 1.7 fl. oz.



Planning Pitch Angles - Farmacy April, May, June

This internship final project focused on developing seasonal PR pitch angles for Farmacy Beauty's Honey Halo moisturizer across April, May, and June. The concepts aligned the product with key editorial moments including post-winter skin recovery, Mother's Day gifting, and summer travel skincare needs to position it within relevant beauty and wellness coverage.

My Role:

Developed pitch angles and for Honey Halo seasonal concepts to support strategic brand outreach and editorial planning across multiple months.

1. April – Post-Winter Skin Rehab? Meet HONEY HALO

SUBJ: Post-Winter Skin Rehab? Meet HONEY HALO

Angle: Skin Recovery / Barrier Repair

- **Story Hook:** Editors are looking for post-winter “skin recovery” stories. Honey Halo acts as the ultimate barrier-repair solution.
- **Key Messaging:** Honey is humectant, soothing, and rich in antioxidants; ceramides and shea butter restore hydration and repair dryness, flaking, and irritation.
- **Editorial Angle:** Perfect for spring skin reset roundups, winter-to-spring skincare guides, or barrier-repair features.

2. May – Honey Halo: Mother’s Day Glow

SUBJ: Honey Halo: Mother’s Day Glow

Angle: Softness, Emotional Skincare, Self-Care Gifts

- **Story Hook:** Mother’s Day is a natural moment to highlight emotionally intelligent skincare and soft, comforting rituals.
- **Key Messaging:** Honey soothes and grounds; ceramides, shea butter, and fig extract deliver hydration and bounce. Softness replaces “glow” as the new beauty metric.
- **Editorial Angle:** Ideal for Mother’s Day gift guides, emotional beauty stories, wellness-focused features, and seasonal self-care content.

3. Travel-Ready Skin? Honey Halo Has You Covered

SUBJ: Travel-Ready Skin? Honey Halo Has You Covered

Angle: Summer Barrier Protection / Minimalist Travel Skincare

- **Story Hook:** Summer heat, SPF, and travel stress the skin barrier; editors want solutions that are simple, effective, and protective.
- **Key Messaging:** Honey rebalances, soothes, and hydrates; ceramides and shea butter strengthen the barrier; lightweight, minimalist formula is travel-friendly.
- **Editorial Angle:** Perfect for summer skincare roundups, travel beauty guides, “hot girl summer” trend stories, and heat-proof routines.



International Women's Month Pitch

This media pitch was written in support of International Women's Month coverage by highlighting female founders and executives across beauty, fragrance, and wellness brands. The goal was to position these leaders for profile features, quote opportunities, and female-founded brand features in lifestyle and beauty media. I drafted this pitch as part of my role as a PR Intern at Azione.

Overall Client Brands: Kosas, DedCool, +LUX UNFILTERED, Lake & Skye, Kitsch, VIEVE, HigherDOSE, CorePower Yoga, Sarah Wragge Wellness

My Clients: Kosas and Lake & Skye

Objective: Secure editorial coverage and interview opportunities during International Women's Month

My Role: Drafted media pitch and supported media outreach for my clients

Subj: Celebrating International Women's Month with Leaders in Beauty + Wellness

Hi X,

As we celebrate **International Women's Month this March**, we wanted to spotlight our exemplary female founders and executives leading the way in the beauty and wellness industry.

From brands that are household names, to indie disruptors and innovators, each of the women below strive for best-in-class products and services, developing a loyal following along the way. Sharing more about their backgrounds and major accomplishments from the last year below:

Beauty

- **[Sheena Zadeh](#), Founder of [Kosas](#)**
 - Sheena's love of innovation and her deep feelings for color manifested in a lifelong obsession with art. In art class, she created vibrant, complex lipstick shades, and from there, Kosas was born. Today, the brand's tagline, *Makeup For Skincare Freaks*, is embodied in all of their offerings, from color cosmetics, to bodycare, to complexion. Sheena has led her brand from indie darling to a true makeup mainstay, here in the U.S. and across the globe.
- **[Carina Chaz](#), Founder + CEO of [DedCool](#)**
 - Growing up alongside her mother as a beauty formulator, it was natural for Carina to create DedCool. Her love of scent and a general rejection of the way the Fragrance industry operates, lit a fire under Carina to create a modern 21st Century definition of what Fragrance means. With awards such as Allure Best of Beauty, and collaborations with brands like OUA and Starface, DedCool is constantly raising the bar and setting new standards for the fine fragrance industry.
- **[Sivan Ayla-Richards](#), Founder + CEO of [+LUX UNFILTERED](#)**
 - Before Sivan founded +LUX UNFILTERED, she started out on her own as a lifestyle influencer with her own [personal blog](#) almost 15 years ago in 2011, sharing everything from her favorite recipes to affordable fashion finds to chronicling her journey to becoming a mom of two. Now, [Sivan](#) boasts over half a million followers on Instagram, where her followers resonate with her down-to-earth approach to luxury.
- **[Courtney Somer](#), Founder + CEO of [Lake & Skye](#)**
 - After a health crisis in her early 20's, Courtney Somer launched her first aromatherapy blend company as a way for others to experience emotional wellness and relish in the present moment. In 2015, Courtney launched Lake & Skye with six products, including her beloved 11 11 fragrance. The idea was to create intentional gifts we give to ourselves throughout the day to uplift and transform. Each scent is intentionally formulated and designed to reflect how scent is intertwined with wellness.
- **[Cassandra Thurswell](#), Founder + CEO of [Kitsch](#)**
 - Cassandra Thurswell founded Kitsch at the age of 25 selling handcrafted hair ties door-to-door. She bootstrapped it without any outside investment or revolving credit lines into a global beauty powerhouse offering a comprehensive suite of products for every moment of the day from shower to sleep. Leading a seismic shift from traditional shampoo bottles to solid bars, Cassandra's advocacy for sustainable alternatives and responsible entrepreneurship marked her a pioneer in the industry. She is also credited with reviving a tired category and redefining hair care from just a routine into a 360° holistic and healthy lifestyle.
- **[Jamie Genevieve](#), Founder of [VIEVE](#)**
 - Born and booming in the UK, VIEVE is a curation of exceptional products created by professional makeup artist [Jamie Genevieve](#), now making waves in the US. With a major emphasis on a real sense of community, VIEVE makes cosmetics that perform effortlessly to help you feel incredible. After studying art in college, she started playing around with makeup before her classes and would always get compliments. Even though no one in her family came from a professional beauty background, Jamie was inspired by watching her mom do her makeup in the car and seeing how it gave her an immediate confidence boost.

Fitness + Wellness

- **[Lauren Berlinger](#) + [Katie Kaps](#), Co-Founders + Co-CEOs of [HigherDOSE](#)**

- Female biohackers Katie Kaps and Lauren Berlinger founded HigherDOSE in 2016 with the mission to make supercharged self care and beauty biohacking accessible to the masses through efficacious, portable wellness technology, tools and accessories. Since then, the brand has become a juggernaut in the wellness industry striking national retail partnerships with goop, Blue Mercury, Best Buy and recently Sephora in 2023, while also becoming a necessity for top celebrities, athletes and wellness enthusiasts.
- [Niki Leondakis, CEO of CorePower Yoga](#)
 - With over 30 years of experience in the hospitality industry, Niki Leondakis is bringing a customer-first approach to CorePower Yoga, the nation's largest yoga studio brand with more than 220 studios. Since joining the company in 2020, Leondakis Niki has reinvigorated the brand from the inside out by spearheading diversity initiatives, creative partnerships and innovation in new class formats and technologies, leading to more than 12 million studio visits in 2024 alone.
- [Sarah Wragge, Founder of Sarah Wragge Wellness](#)
 - Sarah Wragge is a holistic nutritionist and the founder of Sarah Wragge Wellness, a transformative health program that blends nutrition and movement to simplify science and optimize well-being. With a belief that food is medicine, Sarah developed the patented SWW Method, a lifestyle-driven approach embraced by devoted followers and celebrities alike. Through her method, she has helped thousands of clients radically improve their health, making sustainable wellness both attainable and empowering.

Please let me know if you are working on any profiles or female-founded brand round-ups during International Women's Month as we'd love for you to keep the above trailblazers in mind. All are open to quote and interview opportunities as well.

Thank you!

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International Fragrance Day Pitch

This media pitch was written in support of International Fragrance Day coverage by introducing Dancing Wine's inspired fragrance collection. The goal is to position these fragrances as an extension of vineyard culture, connecting fragrance, wine, and nature.

My Clients: Dancing Sonoma

Objective: Secure editorial coverage and product placements for International Fragrance Day.

My Role: Drafted media pitch and supported media outreach.



SUBJ: Celebrating International Fragrance Day: Meet the Scents of Sonoma

Hi X,

As we celebrate **International Fragrance Day**, we are spotlighting [Dancing](#) Wine's Sonoma-born fragrance collection. The Super Bloom collection is inspired by their fresh wine and nature scents, capturing the essence of the vineyard in a wearable scent.

Each fragrance captures a distinct moment within the vineyard, from sunlit vines to smoldering woods to the cool stillness of underground cellars. Just as dance tells a story without words, Dancing captures feeling through fragrance.

[Gnarly Vines \(\\$98\)](#) features a sense of warmth and sunshine with an unexpected twist. With an earthy depth, a hint of green citrus, and white flowers, it offers a fresh take on spring.

[Scorched Woods \(\\$98\)](#) offers an intoxicating, smoldering cocktail scent that reminds you of the harvest in the fields.

[Midnight Crush \(\\$98\)](#) has a spontaneous expression that draws on the experience of walking through an underground wine cave. Surrounded by an aroma of a juicy yet mineral scent that is unique, sensual, and unexpected.

Please let me know if you'd be interested in featuring any of these scents in celebration of International Fragrance Day. I'd be happy to share additional details.

Please let me know if you would like additional information or imagery.

Thank you,

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Summer Staples Pitch

This media pitch was written to support seasonal summer coverage by highlighting must-have beauty, fragrance, and haircare essentials for warm-weather routines, beach days, and vacation travel. The goal was to position these products for inclusion in summer roundups, travel beauty edits, and lifestyle features. I drafted this pitch as part of my role as a PR Intern at Azione.

My Client Brands: Kosas, Dancing Sonsoma, Farmacy, Kenra Professional

Objective: Secure editorial coverage and product placements in summer beauty and travel-focused stories

My Role: Drafted media pitch and supported media outreach, aligning products with seasonal trends and beach/vacation-focused narratives.

Subj: Long-lead: Summer Staples

Hi X,

Summer is just around the corner, bringing warm sunny days with friends, beach trips, and that perfect bronzy tan. To keep you sun-kissed and glowing through the heat, we've got you covered with our Summer Staples lineup of beauty, fragrance, and hair care essentials from some of our favorite brands: [Kosas](#), [Dancing Sonsoma](#), [Farmacy](#), and [Kenra Professional](#).

[Kosas DreamBeam SPF 40 PA + \(\\$40\)](#)

Don't forget sunscreen to help prep and protect your skin! The DreamBeam SPF comes in two shades: [Sunlit](#), offers a soft golden hue for a warm vacation glow, and the [Original](#) gives a radiant finish that has a natural, blush-white tone. This sunscreen moisturizes, clean, silicone free is everything you need for the summer.

[Kosas Chemistry Deodorant \(\\$20\)](#)

Stay fresh all summer with the Chemistry Deodorant, your go-to for beating the heat and odor. Available in three different scents: [Serene Clean](#), [Beachy Clean](#), and [Fragrance Free](#)-this clean, stain free serum treats the BO smell, brightens underarms and helps with preventing ingrowns. Lightweight and effective making it the perfect for the hot, humid summer days.

[Dancing Gnarly Vines EDP \(\\$98\)](#)

Maintain a fresh, vibrant vibe of this summer with Gnarly Vines, an unexpected twist with a lively blend of green citrus and floral notes. Hints of lemon, coconut, and fig will make it the perfect scent on warm, sunny days filled with endless adventures.

[Farmacy Green Clean \(\\$39\)](#)

Refresh and revive your skin after sun-soaked days with Green Clean, the plant base cleansing balm that melts away makeup, SPF, and summer sweat. Available in [Original](#) and [Fragrance Free](#) formulas, it lifts impurities with sunflower oil and papaya extract, while leaving your skin soft, smooth, and glowing perfect for radiant, post summer fun skin.

[Kenra Anti-Humidity Spray 5 \(\\$20\)](#)

For hot, humid days, to keep your hair smooth, frizz-free, and protected with Kenra Anti-Humidity Spray 5. Lightweight and effective, it helps any damage, while keeping your hair flawless while you soak up the sun.



Let me know if you're interested in trying any of these products and we'd be happy to send them over. Would love for you to keep these products in mind for upcoming vacation plans and summer stories!

Thank you,

XX



CYMBIOTIKA

LIPOSOMAL

Advanced Creatine

Muscle Tone +
Recovery Support*

TANGERINE VANILLA

5g

Creatine

Supplement





Father Day Pitch

This Father's Day media pitch was created to highlight wellness, grooming, and lifestyle gift ideas designed to elevate dads' everyday routines. The goal was to position these products for inclusion in Father's Day gift guides, wellness roundups, and lifestyle-focused editorial features. I drafted this pitch as part of my role as a PR Intern at Azione PR.

Client Brands: Cymbiotika, Farmacy Beauty, HigherDOSE, Pura, and CorePower Yoga

Objective: Secure editorial coverage and product placements in Father's Day gift guides, wellness stories, and lifestyle-focused media coverage.

My Role: Drafted the media pitch and supported media outreach strategy by aligning products with Father's Day gifting trends, wellness-focused routines, and practical lifestyle upgrades for modern dads.

SUBJ: Father's Day Must-Haves: Wellness, Recovery & Everyday Upgrades for Dad

Hi x,

With Father's Day approaching, and many of us struggling to find the right gift to celebrate, let's be honest Dad doesn't need another tie. This year, we're focusing on gifts that elevate his daily routine, from recovery tools to simple wellness upgrades he didn't know he needed, featuring [CorePower](#), [HigherDOSE](#), [Pura](#), [Cymbiotika](#), and [Farmacy](#).

[Corepower Yoga Gift card](#)

Give Dad a chance to reset and step away from the everyday stress with a CorePower Yoga gift card. Whether he's looking to build strength, improve flexibility, or simply carve out time to decompress, this flexible option lets him take classes in-studio or on-demand at his own pace, an easy, meaningful addition to his routine.

[HigherDOSE Red Light Hat \(\\$449\)](#)

For dads who want to improve their routine in a simple, easy way, the Red Light Hat brings recovery and self care into everyday life. Designed to support scalp health and hair growth, it's hands free, easy to use, and fits seamlessly into his schedule without adding extra effort.

[HigherDOSE Showerhead Filter \(\\$559\)](#)

An upgrade he did not know he needed, the Showerhead Filter improves his daily routine into a wellness moment. Helping to reduce impurities in water, it supports healthier skin and hair, an effortless way to elevate something he does every day.

[Pura Care Pro + Corresponding Scents \(\\$50\)](#)

Make every drive more elevated with the Pura Car Pro, a smart fragrance diffuser designed for the car. Paired with customizable scents, it improves his commute, whether he's driving with family, heading to work, or running daily errands, into a more personalized and enjoyable experience.

[Cymbiotika Creatine \(\\$65\)](#)

Perfect for the active dad, Cymbiotika's creatine is a clean supplement that supports strength, energy, and performance. Typically taken daily, either pre or post-workout or mixed into a drink, it's an easy add to his routine for consistent support.

[Farmacy Whipped Greens \(\\$32\)](#)

Keep his routine simple but effective with Whipped Greens. This oil free cleanser removes dirt and excess oil while leaving skin feeling fresh and balanced an easy no fuss essential for everyday care.

Let me know if you're interested in trying any of these products and we'd be happy to send them over. Would love for you to keep these in mind for any upcoming Father's Day coverage or gift guides.

Thank you, XX



A woman with curly hair, seen from the side, wearing a maroon top. The image is partially visible on the left side of the page.

Intern Final Project Pitch: The Secret

Planning Pitch Angles – Kosas Shiny Objects

This internship final project focused on developing strategic pitch angles that served as the foundation for broader PR storytelling and campaign ideation for 'Shiny Objects' launch. The angles explored seasonal, celebrity, and lifestyle-driven narratives designed to position the product across key editorial moments and ultimately informed the development of larger experiential and partnership-based pitch concepts.

My Role:

Developed foundational pitch angles and used them to build out expanded campaign and activation ideas for an integrated PR final project.

View Presentation: [HERE](#)

1. **SUBJ: Meet the It Girl Glow of Summer: Kosas Shiny Objects**

Concept: Summer beauty is about natural, glowy skin that looks fresh, glossy, and effortless. Kosas Shiny Objects delivers that natural gorgeous finish without extra glitter or chalky powder, making this the perfect product for everyday natural glow.

How it fits

- Mention the skincare benefits
- Natural glow
- How to wear it

Audit List

- [10 - 15 outlet target and editors](#)

Creative Launch

- Guests receive a personalized Shiny Objects compact + mini 11 11 Moon gift

Co-branded partnership

- Kosas x Lake & Skye
- Lake and Skye 11 11 Moon Ties into the theme, fragrance
- Glow skin + signature scent for the IT girl getting ready routine.

Celebrity

- Madison Beer is the ideal representative for Kosas Shiny Objects thanks to her effortlessly glow and cool, approachable personality, perfectly capturing the everyday, sun-kissed radiance the product delivers.

2. SUBJ: Bag Essential: Kosas Shiny Objects

Concept: Every girl needs their daily needs and can't live without the Kosas highlighter. From quick touch ups to refreshing makeup before dinner or events, people are looking for multi-use, clean, and easy to use products to fit into their everyday routine. The Kosas shiny objects are designed for exactly that. An effortless glow product that can live in your bag and instantly elevate your look anywhere.

How it fits:

- The product formula is made for on the go touch ups
- Blends easy with fingers
- You can apply it on your cheeks, eyelids, inner corners, and collarbone and have an effortless glow whenever you go.

Audit List

- [10-15 outlet targets](#)

Creative Launch

- Host an intimate Kosas luxury dinner with influencers and editors. The Shiny Objects highlighter is incorporated into the table setting.
- Glasses are filled with the highlighter packaging, turning the product into a centerpiece.
- Each guest receives a Kosas tote bag filled with products.
- Guests can fill their bag, selecting additional favorites from both Kosas and Lake & Skye.
- Designed to create shareable, visually striking social content.

Co-branded partnership

- Lake and Skye 11 11 Moon. Ties into the theme, fragrance
- Highlights a beauty + fragrance routine for effortless moments throughout the day.

Celebrity

- Storm Reid: Is known for her effortless and natural beauty, making her the perfect fit to represent the new Kosas Shiny Objects.

3. SUBJ: Meet Kosas Shiny Objects – The Multi-Use Glow Essential

Concept: Kosas Shiny Objects is a versatile highlighter made for everyday use, delivering a glistening finish that is never chalky, glittery, or opaque. Designed for easy apply and layer over makeup, it goes on smoothly and evenly, for a natural, radiant glow across face + eyes.

How it fits

- Multi use product that makes your daily makeup routine easier
- Works across different facial features, reducing needing multiple highlights and shadows.
- Compact and easy for quick touch ups throughout the day

Projected Release Date:

- April 15, 2026 for Press and influencer send outs where editors can feature products.
- Friday, May 17 2026 - Official store/website release

Co-branded

- Sakara - Healthy and wellness food
- Corrects wellness foods together to create life care routines for audiences.

Creative Launch:

To celebrate the launch, Kosas will host an intimate event where founder Sheena Zadeh introduces Shiny Objects and shares the inspiration behind the product. Guests will visit a Kosas Makeup Bar to try the five shades with professional artists and receive curated product gifting, while Sakara Life provides wellness-inspired bites that reinforce the connection between clean beauty and nourishing lifestyles.

Audit List

- [10-15 outlet targets](#)

Celebrity

- Isabela Merced- Isabela Merced is an American actress and singer known for her roles in *The Last of Us*, *Instant Family*, and the upcoming *Superman* (2025). She's recognized for her versatility, bringing both heart and energy to every performance.

4. SUBJ: Glow for Every Moment – Meet Kosas Shiny Objects

Concept: Everyone is captured by the beauty of diamonds, something that glows effortlessly and feels timeless. This inspired Kosas to create the same luminous feeling in their newest wet-pressed formula, Shiny Objects. Designed to recreate a natural, radiant, clean, and dewy glow on skin.

How it fits

- Talks about the formula and coverage
- Recreates diamond inspired glow that is clean, effortless
- Perfect for recreating the skin's natural beauty with a gorgeous but subtle glow.

Audit List

- [10-15 outlet targets](#)

Creative Launch

- An influencer event party where influencers can take pictures and record the event for followers. This influencer trip could be similar to the cabo trip
- A golden hour dinner cruise where the viral moment is the drinks where each cocktail arrives with a mini Kosas highlighter placed inside the glass.
- Think champagne coupes, spritz glasses, and clear cocktails so you can actually see the product sitting in the drink.
- Dinner party on a beach with customized gear, dinner party, to celebrate the new product launch.

Co-branded

- Kosas Shiny Objects x ALDO Slingback high heel, Stiletto heel
- Fashion, beauty: It's a high heel with a glossy finish strengthening confidence and glamour.

Celebrity

- Maddie Ziegler: Effortless perfect fit due to having a naturally glowy and personality fit the role for representing the new Kosas Shiny Objects.



Intern Final Project Pitch:

Meet the It Girl Glow of Summer: Kosas Shiny Objects

This media pitch was created to support the launch of Kosas' Shiny Objects highlighter collection by positioning the product within summer beauty and "clean girl" makeup trends. The pitch highlighted the brand's dewy, effortless glow aesthetic to secure editorial coverage and beauty feature placements.

My Role:

Drafted the media pitch and developed trend-focused messaging tied to summer beauty and lifestyle narratives.

View Presentation: [**HERE**](#)

SUBJ: Meet the It Girl Glow of Summer: Kosas Shiny Objects

[UNDER EMBARGO UNTIL JUNE 5]

Hi XX,

We're naturally drawn to what glows - sunlight hitting the golden skin, sun-kissed waves, and effortless radiance that feels alive. That exact feeling inspired Kosas' newest launch: Shiny Objects, a wet pressed highlighter designed to deliver a fresh, dewy glow that lets real skin shine through. Highlighter is officially back this summer, and Shiny Objects is the perfect match for a natural finish.

Sheena Zadeh wanted to achieve the glow she loved in liquid formulas, but traditional powders always fell short, often too chalky, too glittery, or too opaque. Creating Shiny Objects is the solution: a talc free, silicone-free, wet pressed formula that melts into skin, leaving a luminous, wet glisten finish with zero fallout.

Perfect for sunny days, beach weekends, and effortless "clean girl" makeup looks, it can be worn on cheeks, eyes, or collarbones and layers beautifully with creams, liquids, and powders - the ultimate It Girl summer glow.

Available in five shades - Opaline, Haloed, Gimmerose, Gilded, and Embered - Shiny Objects launches June 5th on [Kosas.com](https://www.kosas.com) and [Sephora.com](https://www.sephora.com), with in store availability soon after. Happy to share samples or connect you with Sheena for the story behind the "Shiny Object" It Girl energy that sparked this creation. In the meantime, sharing imagery & press materials [HERE](#) for reference.

Thanks so much,
XX

SUBJ: Meet the It Girl Glow of Summer: Kosas Shiny Objects

[UNDER EMBARGO UNTIL JUNE 5]

Hi XX,

Reaching out on behalf of the Kosas PR team - hope you're doing well!

We are so excited to share that we're launching a new makeup-skincare hybrid this upcoming summer meet **Shiny Objects** - in early June, and would love for [you/XX] to experience it ahead of launch.

Shiny objects is a Wet Glisten Highlighter for eyes & cheeks, designed for effortless, It Girl summer glow. The perfect combination with skincare ingredients, it gives that fresh, dewy radiance that looks so natural and luminous, perfect for sunny days and summer makeup routines, that capture effortless.

It works perfectly with creams, liquids, powders, that just soak onto the skin for that natural, wet glisten finish that stays glowing all day.

We'd be thrilled to send it your way to test. Could you please share the best mailing address for product delivery?

Thank you as always for your continued support and always bringing Kosas to life through your artistry. We can't wait to see your shimmer. ****Under Embargo - Please refrain from posting until the official release on June 5th, 2026.****

Intern Final Project Pitch: The Secret

Events & Partnerships – Kosas Shiny Objects

This internship final project concept extended Kosas' Shiny Objects launch into an immersive influencer-led experience through a "Shiny Objects Beach Club" pop-up, designed to generate high-impact social content and position the product as the ultimate summer glow essential.

The concept also included a co-branded gifting moment with Lake & Skye' II II Moon Eau de Parfum and Dancing Wines, blending beauty, fragrance, and lifestyle to enhance event storytelling and post-event engagement.

My Role:

Planned this mock up concept between clients and brand outreach.

View Presentation: [HERE](#)



Shiny Objects Beach Club

To celebrate the launch of Shiny Objects, Kosas will host a multi-day *Shiny Objects Beach Club*, an influencer based pop-up set in a coastal destination like Fiji. Designed as a beachy, content-driven vacation, the experience brings the collection to life through a clean, glowy, beach-inspired environment, inviting influencers, editors, and select consumers to step into the world of effortless radiance.

Onsite, guests can engage with dewy glam stations, a Glow Bar for product discovery, and curated photobooth moments designed for social media posting. Every touchpoint is built for content creation, turning the experience into a high-impact, influencer-led buzz that positions Shiny Objects as the glow of the summer.

Co-Branded Partnership: Kosas x Lake & Skye 11 11 Moon EDP x Dancing?

Kosas x Lake & Skye partnership creates an exclusive event bag, pairing the new Shiny Objects with Lake and Skye's 11 11 Moon Eau de Parfum. Designed as the ultimate "get ready with me" moment for the perfect summer set, the gift bag reinforces the connection between luminous skin and a clean, skin-like scent. After adding the finishing touches to your makeup with Shiny Objects, pairing it with 11 11 Moon to take on your day feels like a natural match.

Gifted to attending influencers and editors, the co-branded bag supports both on-site and post-event content creation, encouraging guests to incorporate both brands into their routines. The pairing helps position as everyday essentials, driving organic social content and extending the reach of the launch beyond the event.

To bring the partnership into the full Beach Club experience, Dancing wine flavors Bounce and Rosé will be served throughout the event, adding a celebratory, lifestyle element to this get away. Influencers will also be able to take home these products alongside 11 11 Moon and Shiny Objects, creating a well-rounded, take-home moment that blends beauty, fragrance, and lifestyle.





Intern Final Project Pitch: The Secret

Behind Madison Beer's Glow – Kosas Shiny Objects

This follow-up media pitch was created to support the launch of Kosas' Shiny Objects highlighter collection by tying the product to celebrity beauty inspiration, specifically Madison Beer's signature effortless glow. The pitch positioned the product within summer beauty trends and celebrity-driven glam routines to encourage editorial coverage and product placement in beauty and lifestyle features.

My Role:

Drafted the follow-up media pitch and developed celebrity-focused, trend-driven messaging to support launch outreach and media engagement.

View Presentation: [HERE](#)

SUBJ: The Secret Behind Madison Beer's Glow

Hi again,

Following up to make sure you saw the note below and to see if you might be a good fit for early June launch coverage! Re-sharing the top line info on Shiny Objects, which (confidentially) is the secret to Madison Beer's everyday glam routine, giving her that effortless glow she's known for.

Let me know if you'd like to test samples ahead of launch or if you have any questions! Would love to work together to place Kosas' newest product at the top of summer beauty coverage! In the meantime, you can find hi-res imagery & press materials [HERE](#).

As a reminder, shiny Objects will be available on [Kosas.com](https://www.kosas.com) and [Sephora.com](https://www.sephora.com) beginning June 5th, with in store availability soon after for #34 each.

Thanks so much,
XX

AZIONE