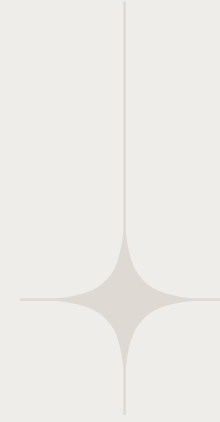




STORE 5^a

Valentine's Day Content Brief

@maariadeek x @STORE5a



WHAT MAKES US DIFFERENT?



**ACCESSIBLE PRICING:
70% OFF DESIGNER RETAIL**



RARE TO FIND BRANDS



**70 YEARS OF JEWELRY EXPERIENCE
TO AUTHENTICATE, REFURBISH AND
APPRAISE EVERY PIECE**



SUSTAINABILITY

STORE 5a is a unique retailer that prides itself on giving jewelry, handbags, and watches a second life. Our promise to our customers is that we have utilized our 70 years of jewelry experience to authenticate, refurbish and appraise every piece. Our expert team of Graduate Gemologists and Goldsmiths inspects and refurbishes hundreds of items each month so you can shop confidently knowing each piece is represented properly.

Campaign objective: To raise awareness about the STORE 5a brand and encourage your audience to gift themselves and the loved ones this Valentine's Day. The content creator could be loaned products of their choice (up to 5 pieces and maximum \$10k total value).

Featured Products:
Pre-owned jewelry from Tiffany and Co, Cartier, and David Yurman
Pre-owned handbags from YSL, Chanel, and Dior

STORE 5a Valentine's Day 2023 Campaign

Timeline

Submit Content by 2/3/23

Content Live by 2/4/23

Content Guidelines:

1 Instagram reel (shown on feed)

1 Tik Tok video

Ideas to consider:

Valentine's Day GRWM Video

Products must be in focus on the video. Showing how to style the products or talking in detail about each product.

Hashtags: @store5a #store5a #store5apartner

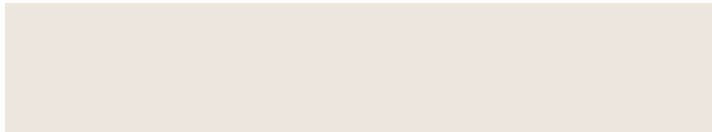
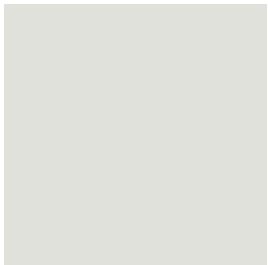
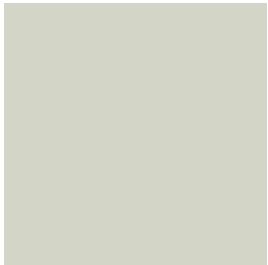
Link: <https://www.store5a.com>

We'd prefer the emphasis on shopping pre-owned designer luxury jewelry and handbags this Valentine's day. Also includes signing up for our email list for a \$25 off for your first purchase.

Imagery: We love your content and will leave the visual to you. We just ask that the product is in focus and organically styled with your personal taste in mind.

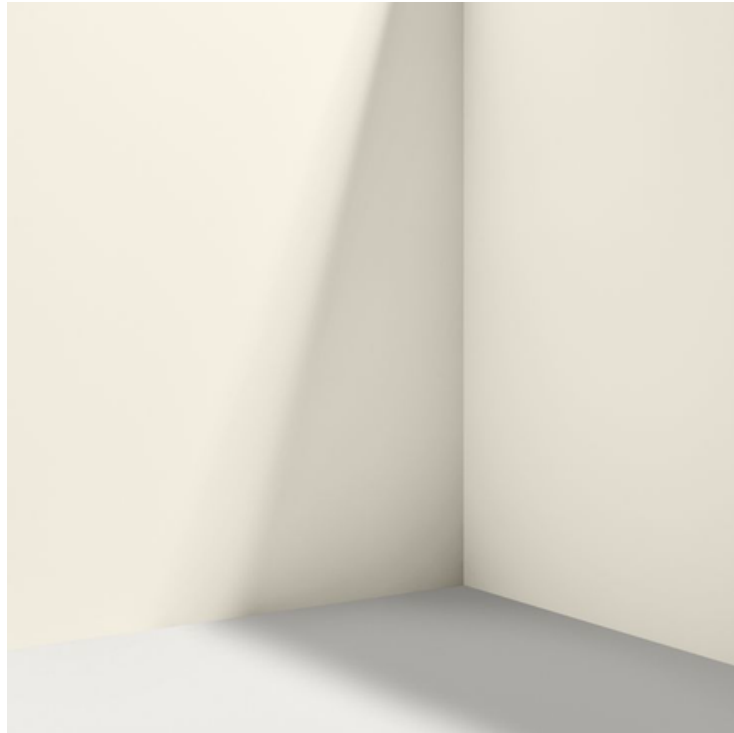
Product return: We'll provide return shipping for the pieces and would love to get it shipped back as soon as possible so that we can make them available for customers on our website.

MOODBOARD

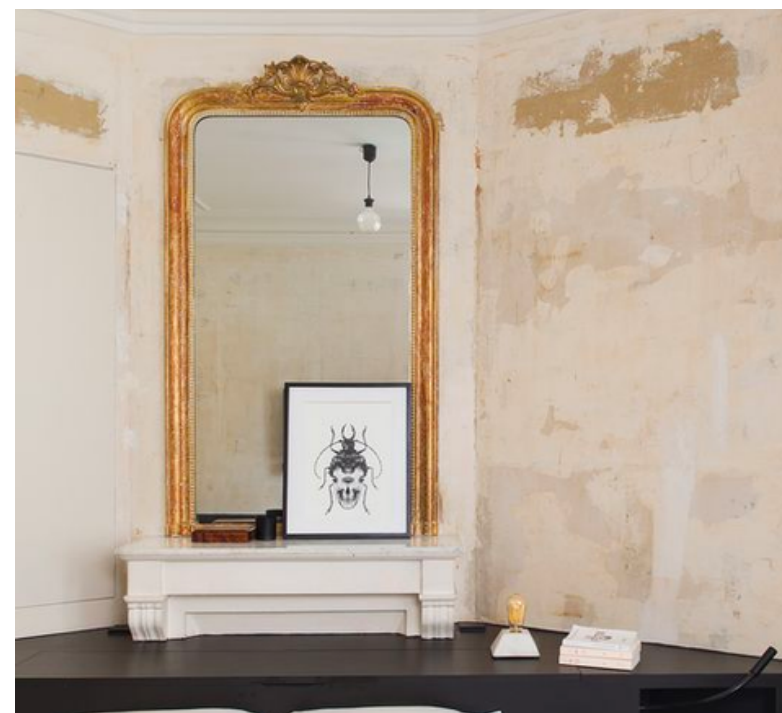


SCENERY

5a



MINIMALISTIC
CLEAN
NEUTRAL



PHOTOGRAPHY

5a



PRODUCT FOCUSED

NEUTRAL COLORS



LIFESTYLE FOCUSED

VIDEOGRAPHY

5a



BRIGHT LIGHTING

CLEAR FOCUS

STEADY CAMERA



QUESTIONS ?

CONTACT- BRIDGET@store5a.com