

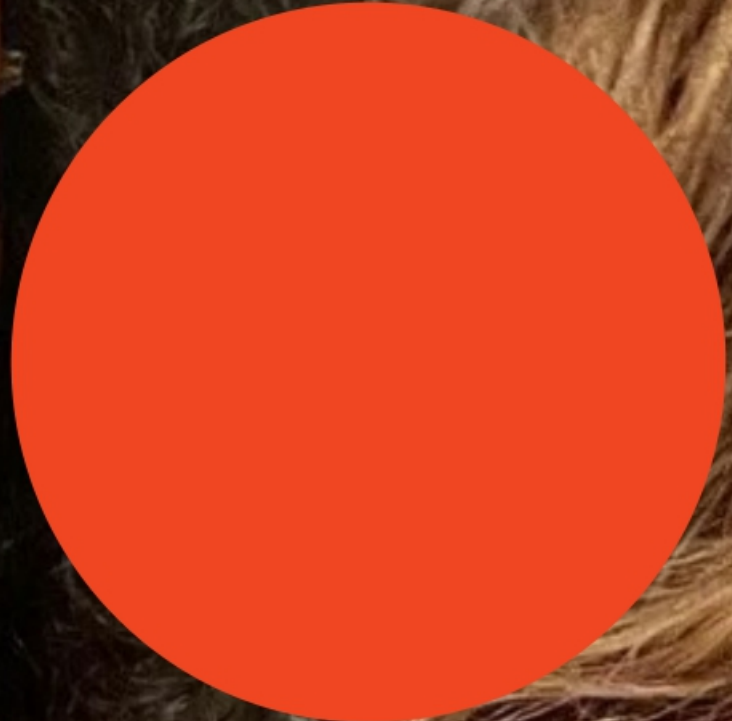
LAUREN LEWIS

SILK STUDIO



MEET LAUREN LEWIS:
A DOWN-TO-EARTH, NATURAL
BEAUTY EMBRACING HER NEW CHAPTER
IN MOTHERHOOD

LAUREN LEWIS



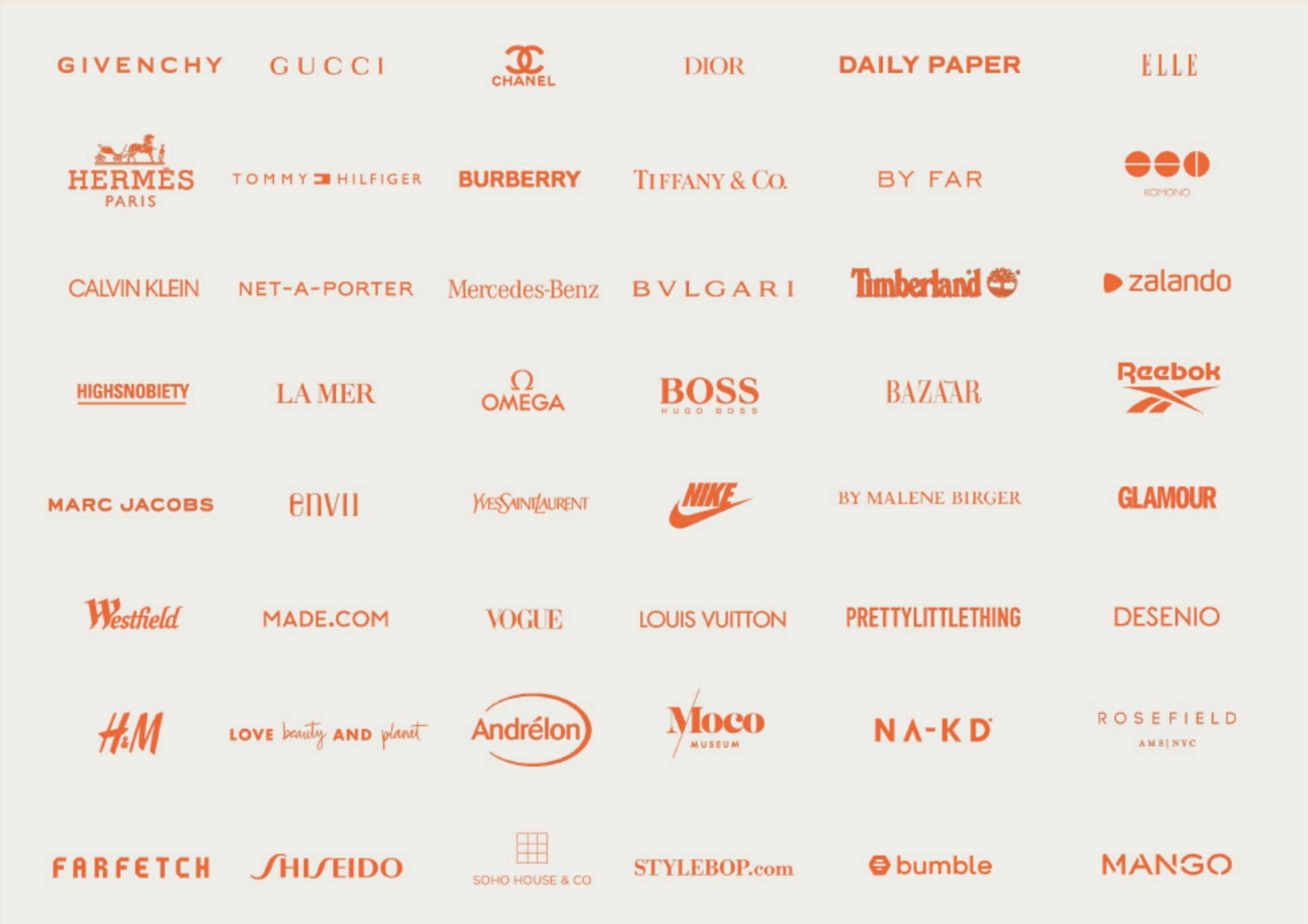
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OUR PARTNERS

From fashion and beauty brands, to editorial magazines, — SILK STUDIO provides our high-end clientele with our quality services.

Creating brand stories, social media strategies, and influencer marketing campaigns is what we do best.

Beside our conceptual services in branding, we connect brands and talents to our pool of creatives, and vice versa. We have also started organizing company events, such as lunches, panel discussions talks, and anniversaries (i.e; The Building AMS, TEN Women, and Tabili). In everything we do, we add our own personal touch to connect your audiences on a deeper layer.



LAUREN LEWIS
&
SILK STUDIO

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INTRODUCTION

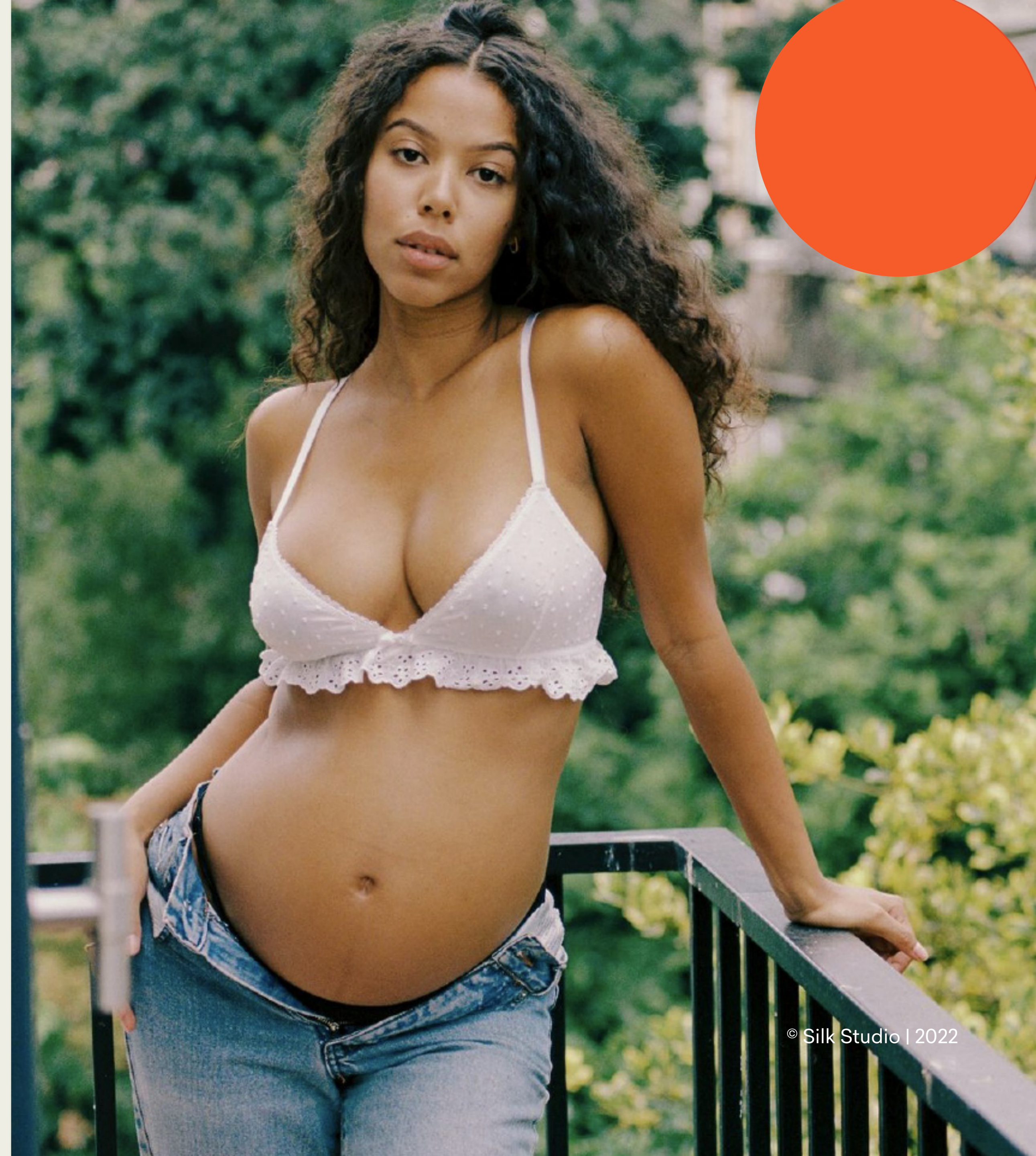
Meet Lauren Lewis: Lauren is a content creator and all-round digital creative from the Netherlands. Her down-to-earth personality and natural beauty has led her to pursue various careers in the creative industry. A dancer, an ELITE fashion model, and a self-made digital creative on Instagram; Lauren Lewis has it all. As a model, Lauren's style is inspired by the environment which shapes her. Her versatile looks can be described as 'girl-next-door', 'casual-chic', and 'playful'.

Brands love to work with Lauren as her authenticity shines through in every collaboration she is involved in. Her positive energy, charisma, and professionalism leaves brands wanting to continue to work with her even more.

EMBRACING MOTHERHOOD AND HER CURLS

Besides her work as a content creator and model, Lauren is now embracing her first steps into motherhood by welcoming her son in December. Through her platform of influence, Lauren often advocates for body positivity and embracing of one's natural curls and beauty.

Her luscious locks have earned her the attention of many beauty brands, such as: Pantene, Moroccan Oil, Love, Beauty, and Planet, and Aussie. Lauren has a dedicated following of creatives, beauty, and fashion experts who are captivated by her wholesome storytelling as an all-round creative. Always candid and authentic on screen.





GROUNDING ROOTS & FAMILY

With her Afro Latina heritage, Lauren often travels between The Netherlands and her motherland in Nicaragua. This islander gal is a lover of languages and speaks Spanish, Dutch, Patois, and English. With her love of travel, she loves to explore the world with her family of three. She and her DJ boyfriend, Jarreau Vandal (51.4k followers), often work together for sponsored collaborations. With their combined and diverse reaches, their joint collaborations receive successful engagement and responses.

Lauren is open to sharing her grounding family and roots in her posts, and would love to explore the possibilities of including them into her Instagram platform. Whether it be for lifestyle, beauty, or fashion brands; Lauren will always find an organic and playful way to incorporate her family in her creative work!



STATISTICS

Traffic impressions:

Instagram reach	270K
Engagement rate per post on average	6% *
Engagement per post (likes + comments)	15k-20K
Engagement per reel (plays)	105K
Average impressions per post	80-118K
Average views per story	30-40K

Gender demographics:

Female	81 %
Male	19%

*Marketing benchmark ER (engagement rate) is 3%

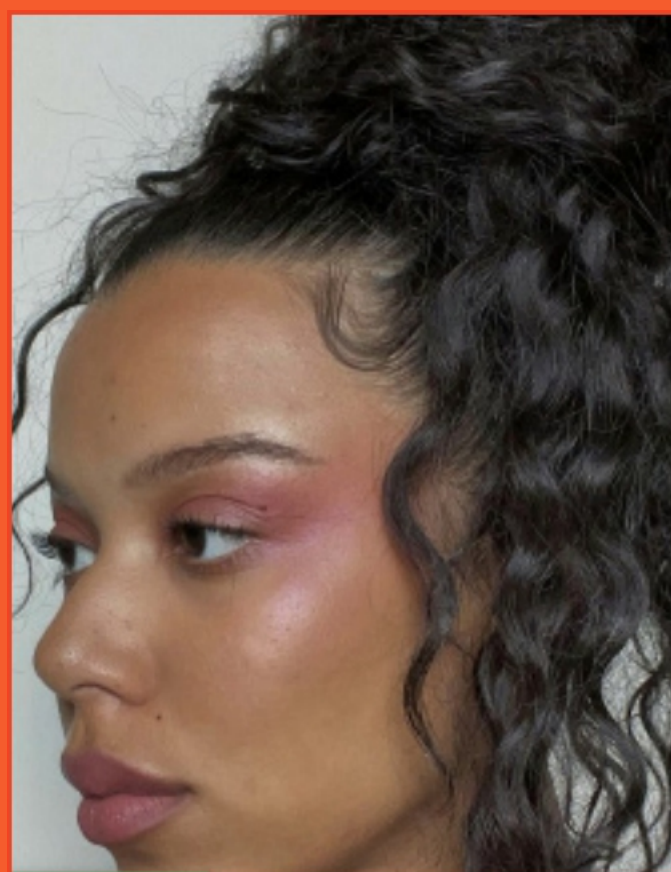
Age demographics:

18 - 24 years old	31%
25 - 34 years old	44%
35-44 years old	15.5%

IG: @laurenlewiss_
YT: Lauren Lewis



STYLE



BEACH-GAL

NATURAL & AUTHENTIC

BEAUTY

CASUAL-CHIC



VERSATILE & PLAYFUL

CLASSY

PARTNERS & PRESS



Clinique
Givenchy Beauty
Love, Beauty, & Planet
Mugler
Paco Rabanne
RIMMEL London
Pantene
Aussie hair
ASOS Beauty
Gisou
Abercrombie & Fitch
Moroccan Oil
KEYS soulcare
CODE8BEAUTY
Bondi Boost

Van Moof
SONY MUSIC MADE
Linda Meiden



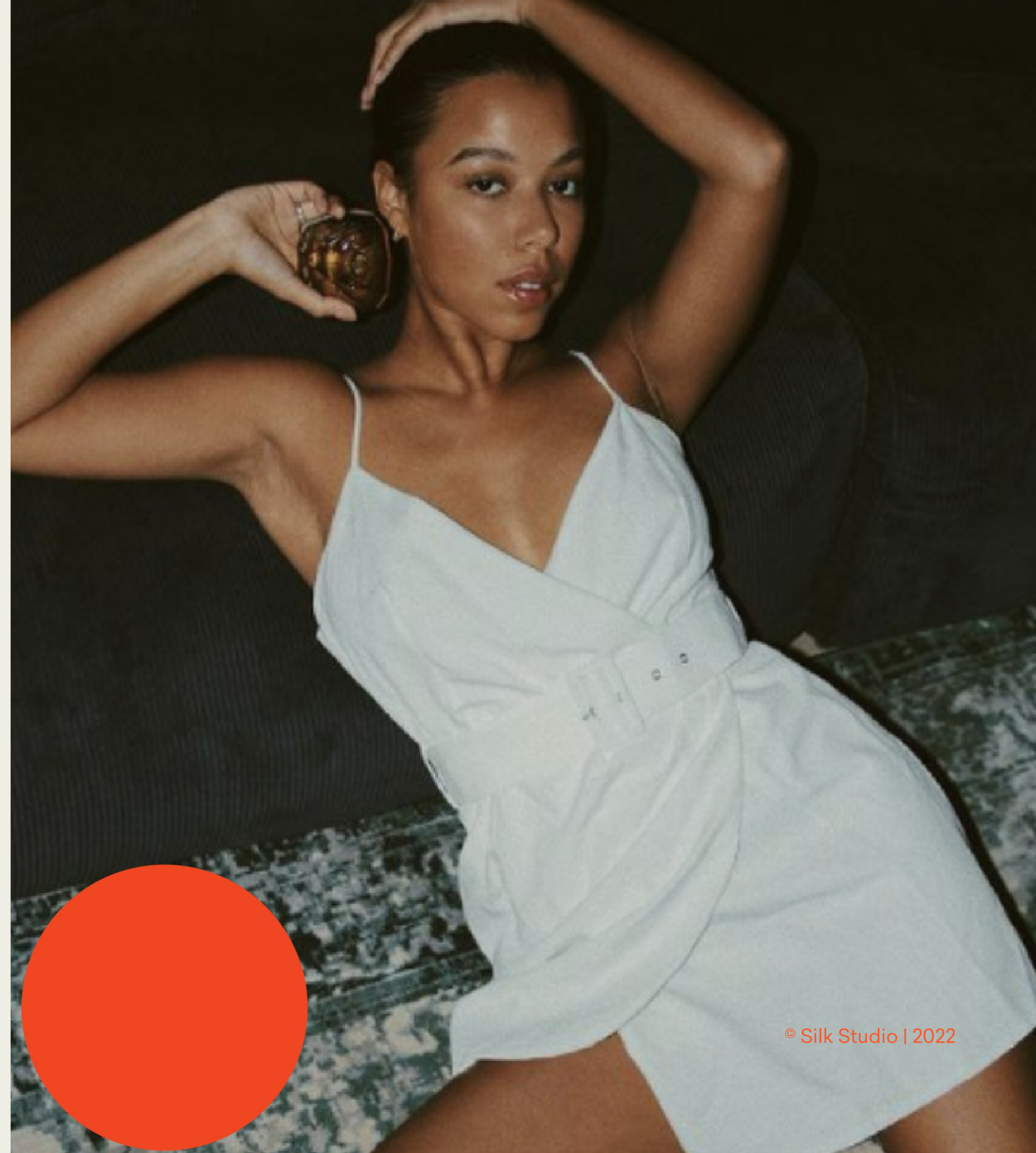
Calvin Klein
Levi's
Weekday
Revolve
Pull & Bear
FILA
Coach
Filling Pieces
Viktor & Rolf
Hollister
Gilly Hicks
Bijou Brigitte
Bjorn Borg
Sloggi North
Nubikk
My Jewellery
Zalando
NA-KD
Tommy Hilfiger

SPOTLIGHT COLLABORATIONS

Lauren is a true beauty and haircare expert. She loves showcasing new products to her followers by creating new and playful looks.

Spotlight collaborations:

- Designed her own collection together with NAKD
- Signed with ELITE Model Management
- Love, Beauty & Planet long term ambassador
- Aussie hair ambassador
- PULL & BEAR ambassador and model
- Van Moof ambassador
- Pantene brand ambassador
- Sony music contributor - Brown Skin Girls edition
- Exclusive Calvin Klein swimwear collaboration
- Selected for the launch of Thierry Mugler's new perfume





SILK STUDIO

Let's Collaborate!