

fashion / luxury / beauty /  
college / lifestyle / travel

# JAMIE PAPAZIS





# INTRODUCTION

Jamie is a fashion influencer producing engaging content for her fast-growing audience. She shares her skills as a renowned fashion designer and stylist alongside her lifestyle as a college student. In this way, she offers a multifaceted glimpse into her world. Her lifestyle content has a unique point of view, one that reflects a fashion creator with a commitment to consistency.

Through her social platforms, we can directly notice her artistic eye, thanks to her diverse experiences in the fashion and artistic field. These include roles as a company stylist, personal stylist, and creative director.

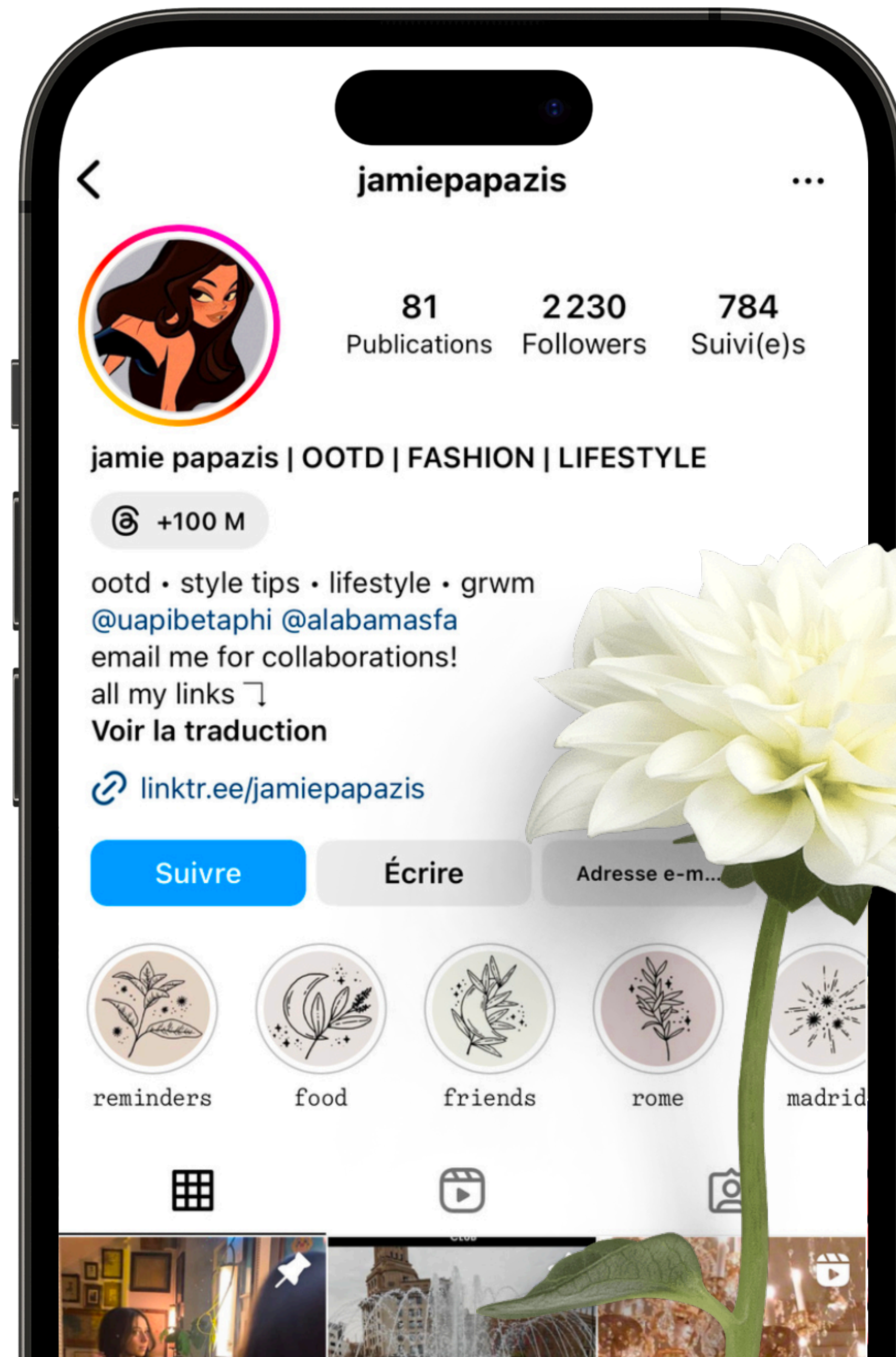


# ABOUT JAMIE

- Skilled Fashion Designer and Stylist, recognized by Vogue Magazine and Refinery29, and personally invited to exclusive Vogue events, like the CFDA Awards.
- A hardworking and ambitious individual who values honesty and transparency — two crucial qualities for her when it comes to collaborating with brands.
- Currently working on the launch of a brand called Nightfall as a creative director..
- Kind, friendly, extroverted, and bubbly, Jamie has an open-minded nature and is a good listener.







# INSTAGRAM

@JAMIEPAZIS

The personal account  
about lifestyle, fashion and art.

4.6K

Instagram followers

Jamie's Instagram page reflects her dedication to maintaining a charming feed and posting consistently. Her profile not only shares her lifestyle but also features her fashion ventures, advice, and recommendations, all presented in an aesthetically pleasing way.



# INSTAGRAM INSIGHTS

## EXPONENTIAL EXPOSURE

### Targeted audience: Women aged 16-30

Jamie's visually appealing content, combined with her unique artistic direction, shines from her posts. Within a few months, she gained over 4k followers, thanks to her active engagement on the platform. Her content reflects her profound passion for her endeavors, sharing distinctiveness, authenticity, and insightful perspectives that distinguish her. These qualities establish her as a trusted source of fashion-related advice, fostering a deep sense of reliability with her audience.

+2.0M +255K +1.7M +287K

Total impressions  
in a month

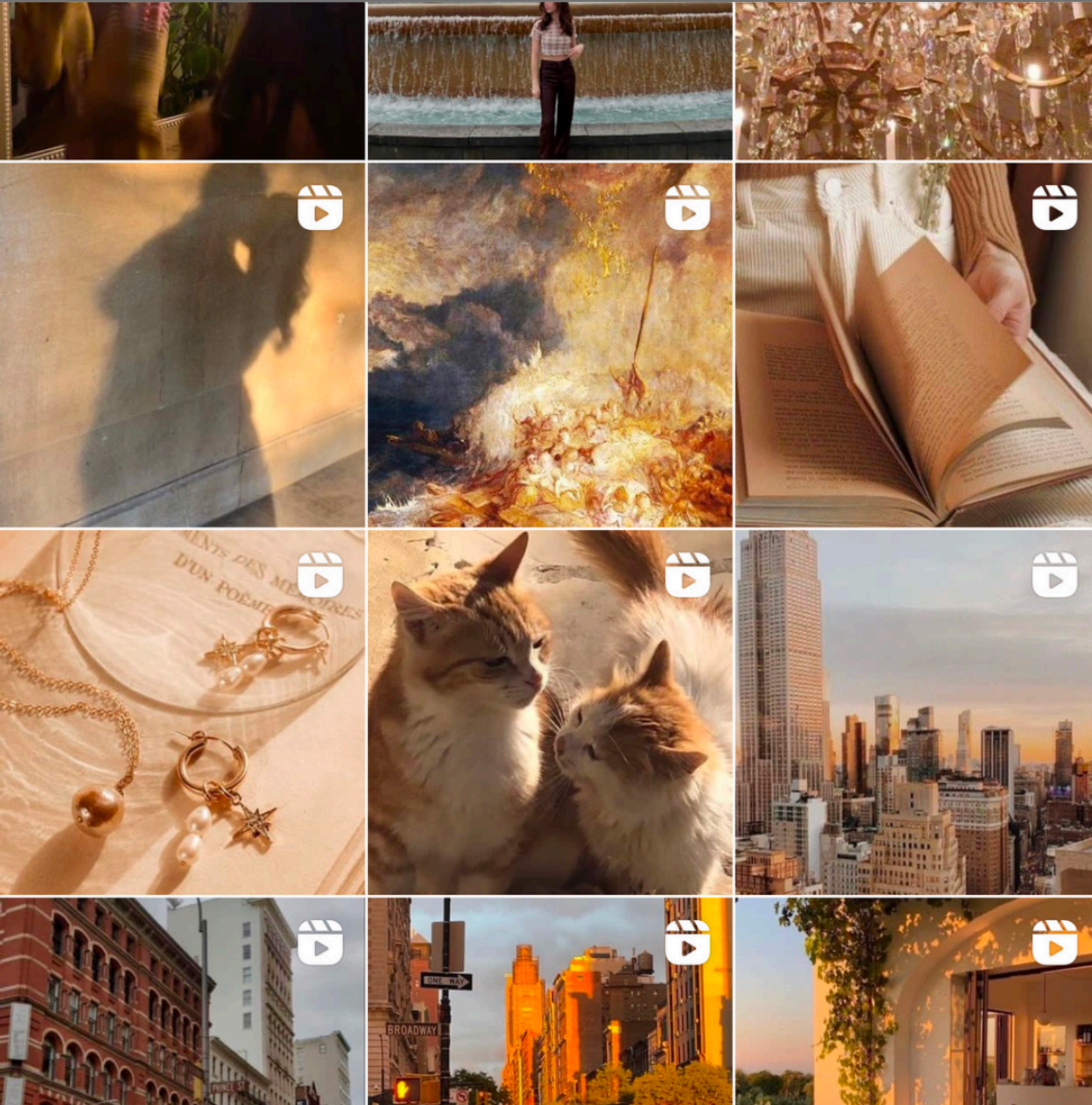
Accounts engaged in a  
month

Accounts reached  
in a month

Reel Interactions in  
a month







# INSTAGRAM

**@JAMIEPAZIS**

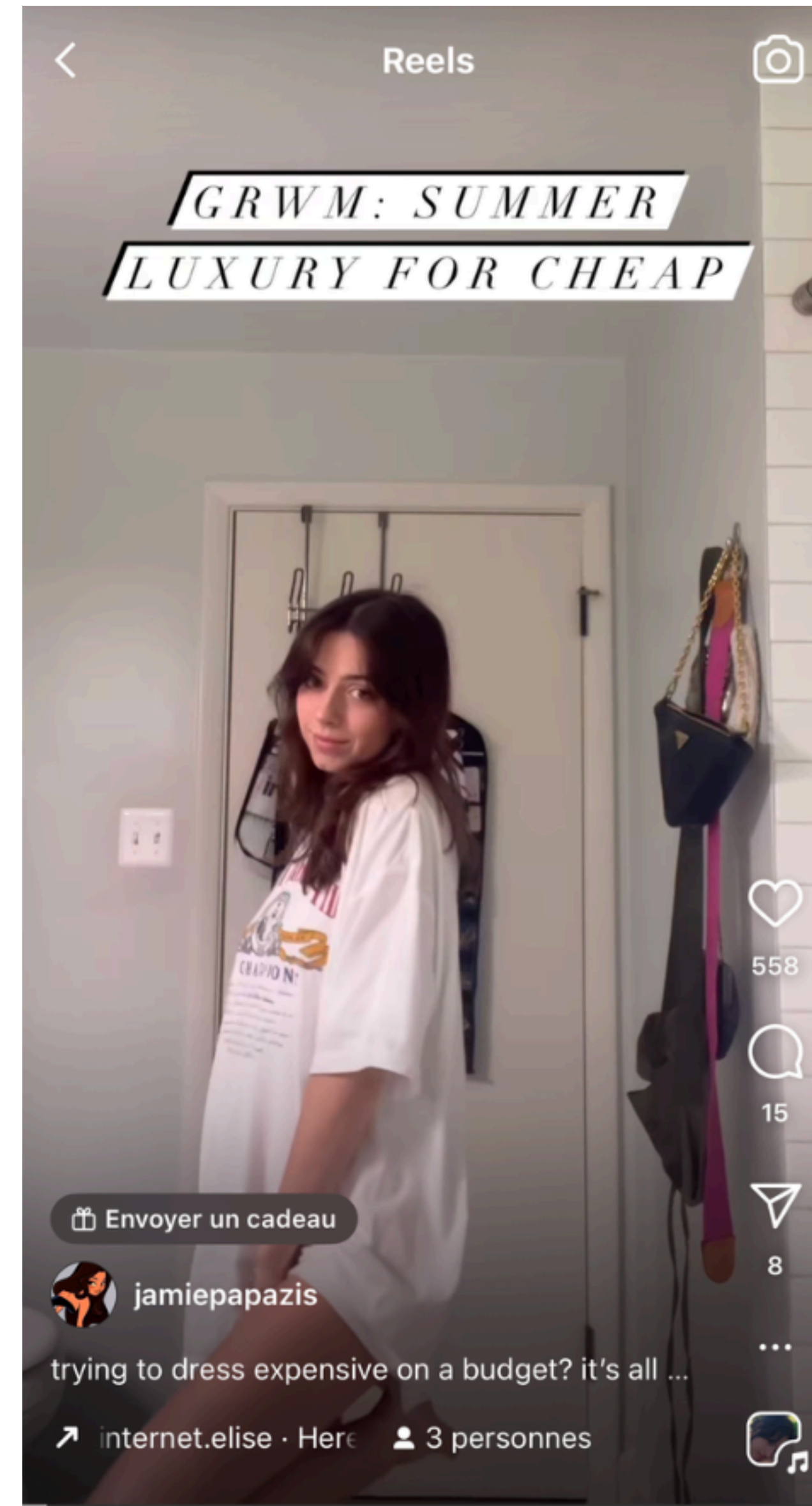
Jamie's Instagram posts are thoughtfully harmonized, capturing her artistic vision that seamlessly blends together the vibrant shades of sunlight yellow and warm, neutral tones. This deliberate fusion not only lends her Instagram feed a distinct uniqueness but also adds a soft, welcoming vibe throughout.



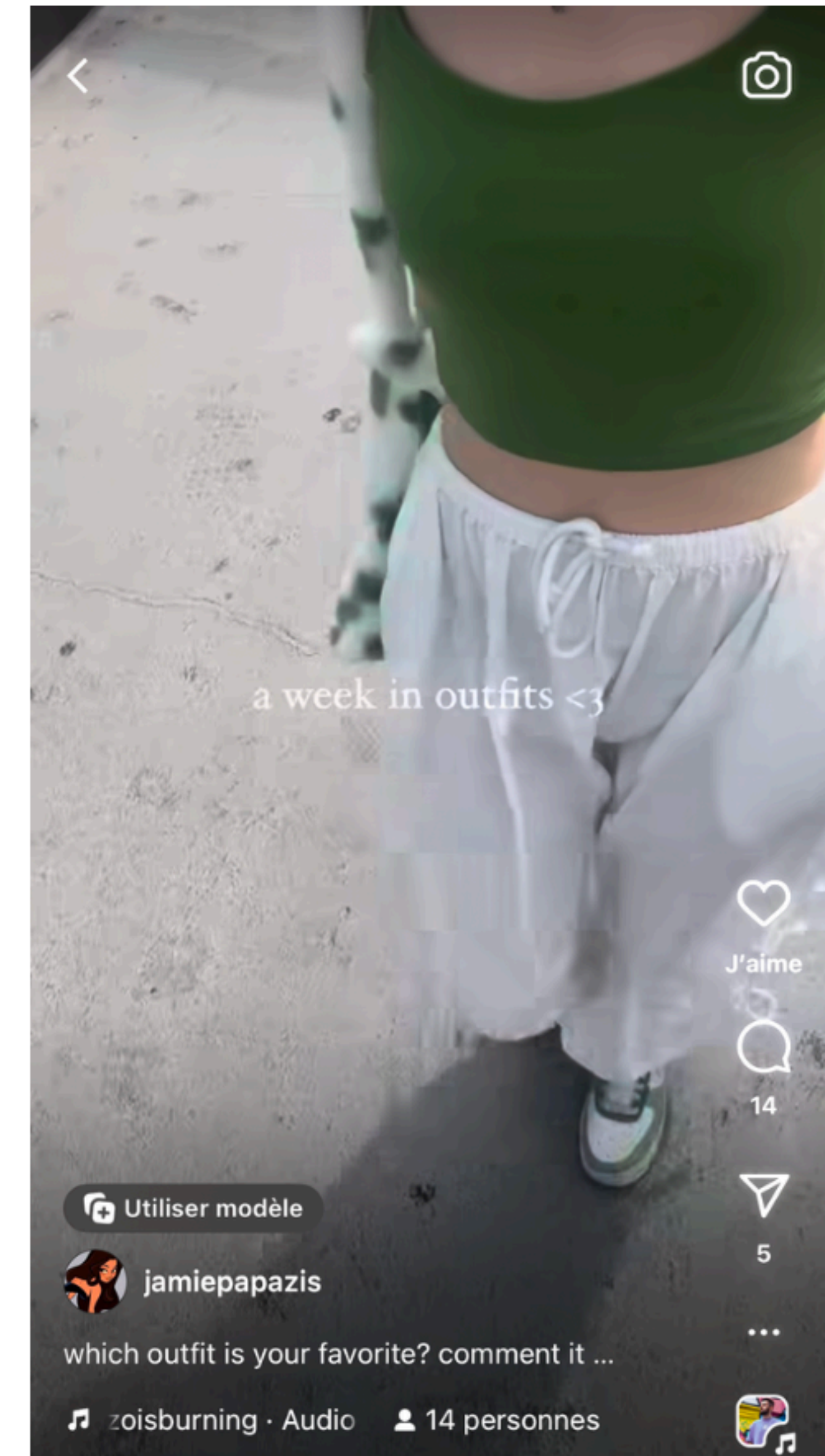
# INSTAGRAM REEL LINKS

Through her reels, Jamie provides valuable fashion advice to her audience, given her extensive knowledge and experience in the industry. For instance, she shares insights into her favorite brands, her attire choices for different occasions, and her recommendations for various budgets and needs.

Her content is consistently authentic, reflecting her deep appreciation for honesty. This authenticity establishes her as a genuine source of inspiration and enhances engagement.

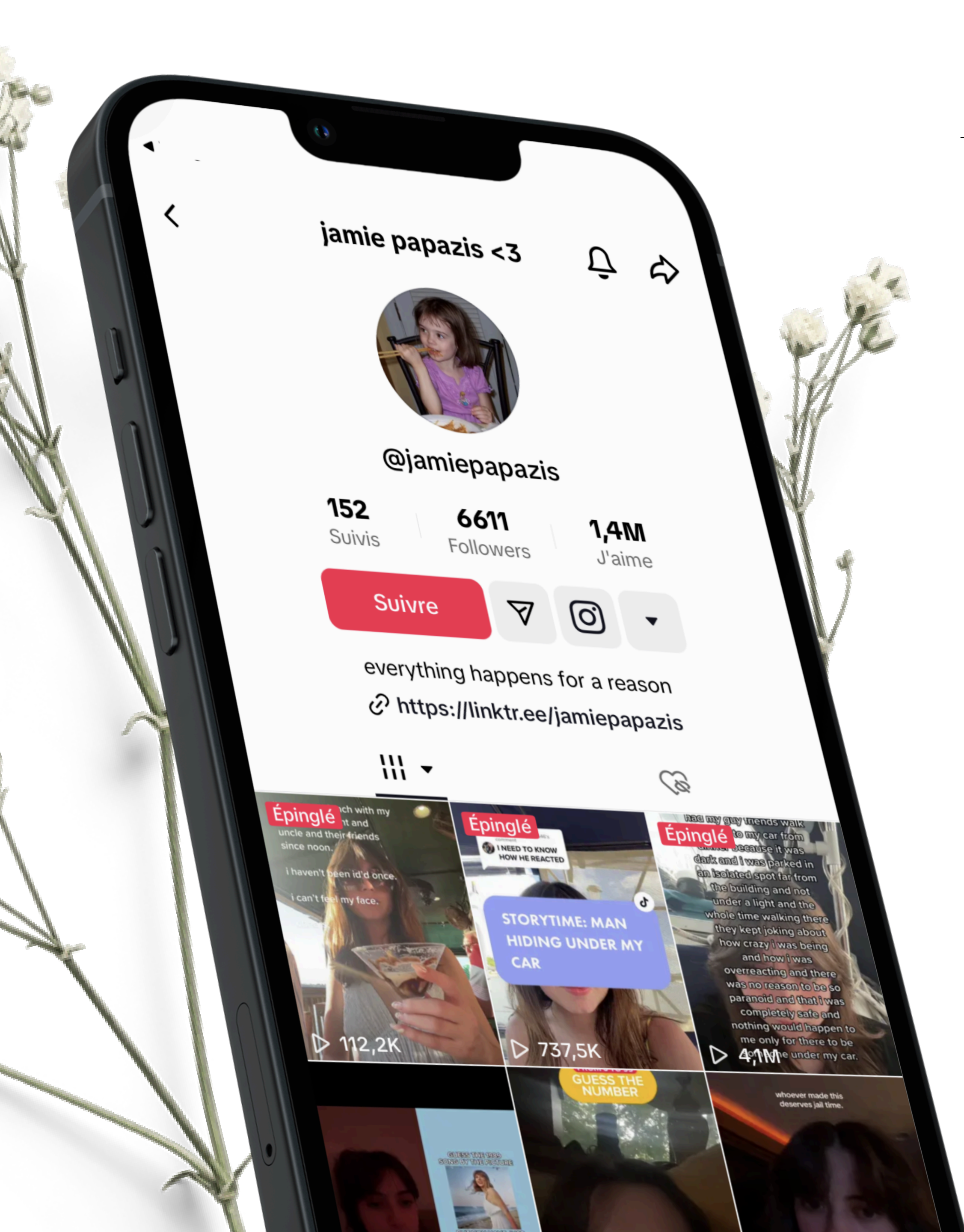


Reels #1



Reels #2





# TIKTOK

@JAMIEPAZIS

While Jamie's Instagram page predominantly reflects her professional and artistic aspects, her TikTok account delves into her personality, lifestyle, and her perspective on the world although, she continues to share fashion-related content on this account. During two weeks, she maintained consistent posting and gained 4000 followers during this time, showcasing the effectiveness of her strategy and her dedicated approach to her content

+6.6K

Total followers

+20K

Monthly views

4.1M

Highest video views

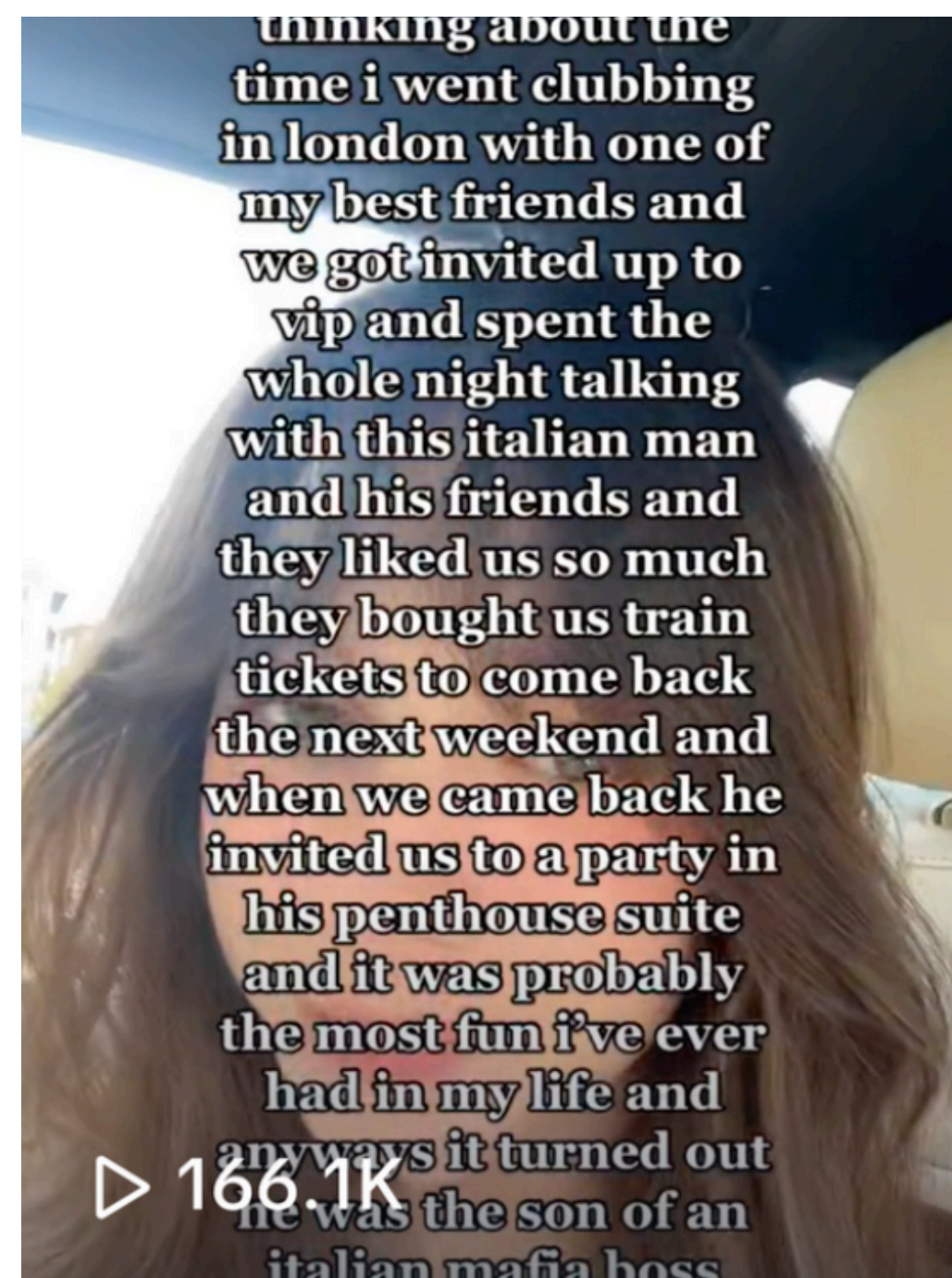
+1.4M

Total likes

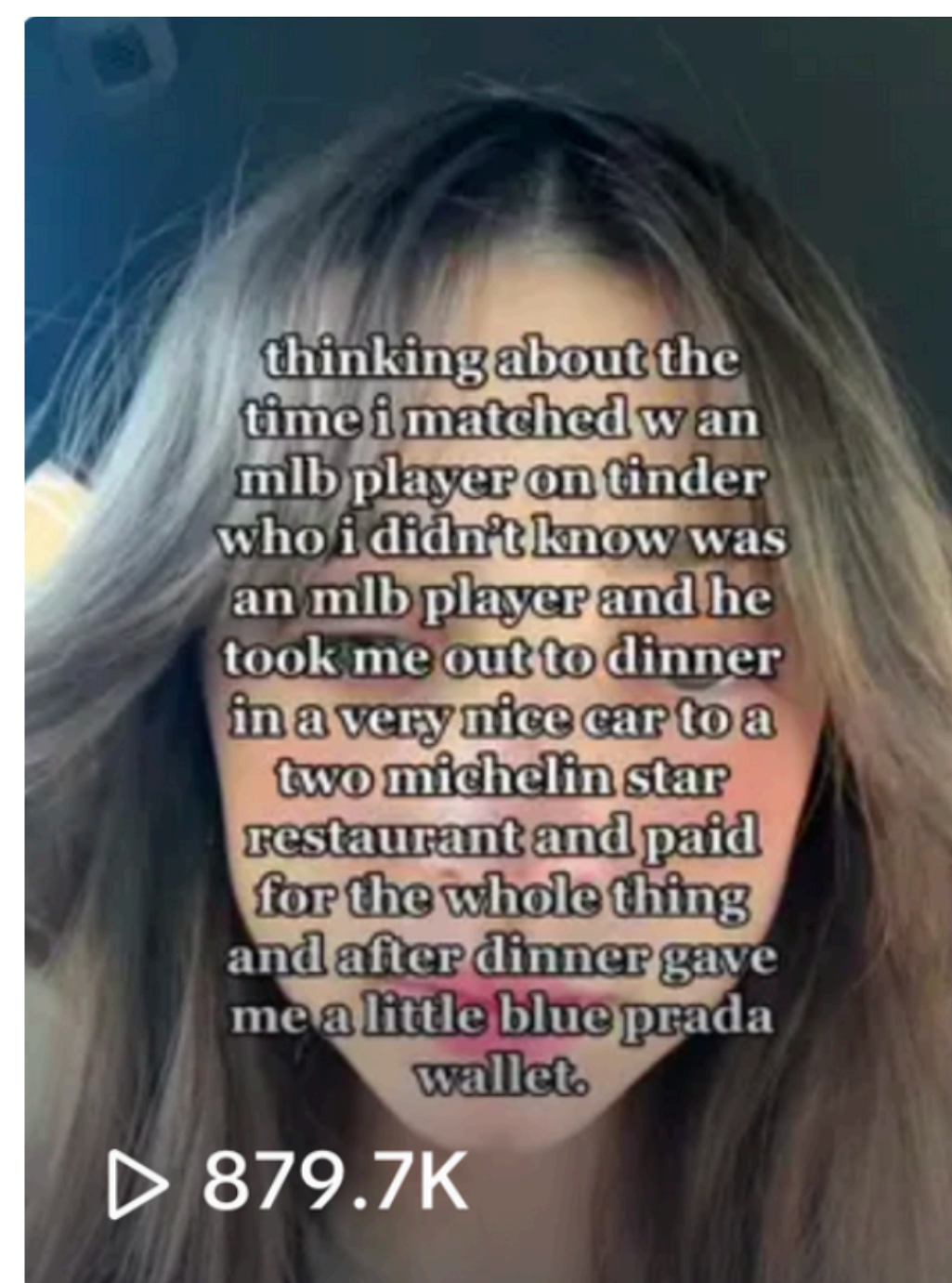


# TIKTOK VIDEO LINKS

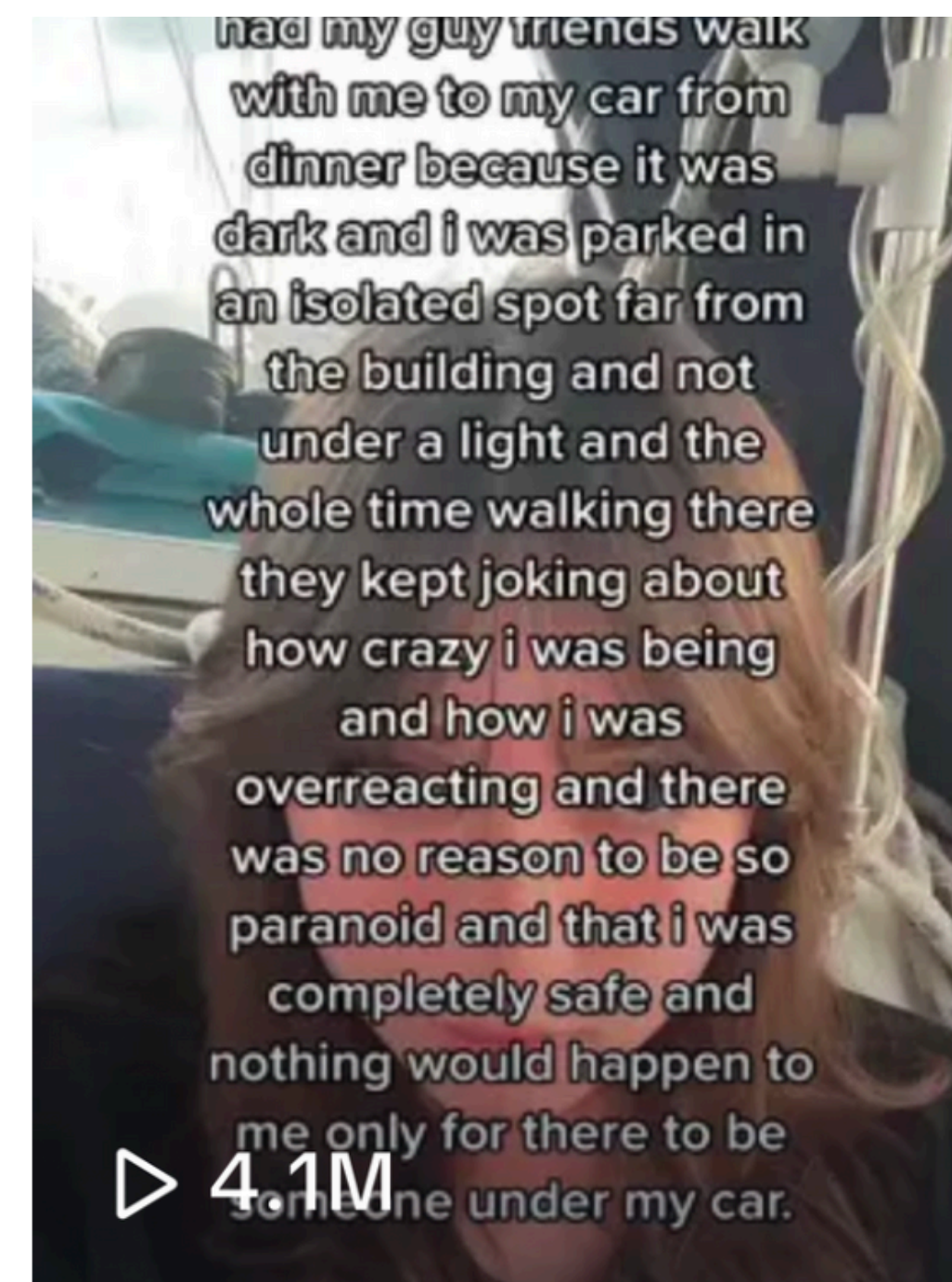
Jamie created a viral type of content on her account, often sharing detailed storytimes from her personal experiences. Her skillful ability to discuss these anecdotes—whether to raise awareness, shed light on important matters, or simply provide entertainment—deepens the connection between her and her audience. This capacity not only makes her a trustworthy individual but also endears her to those who follow her



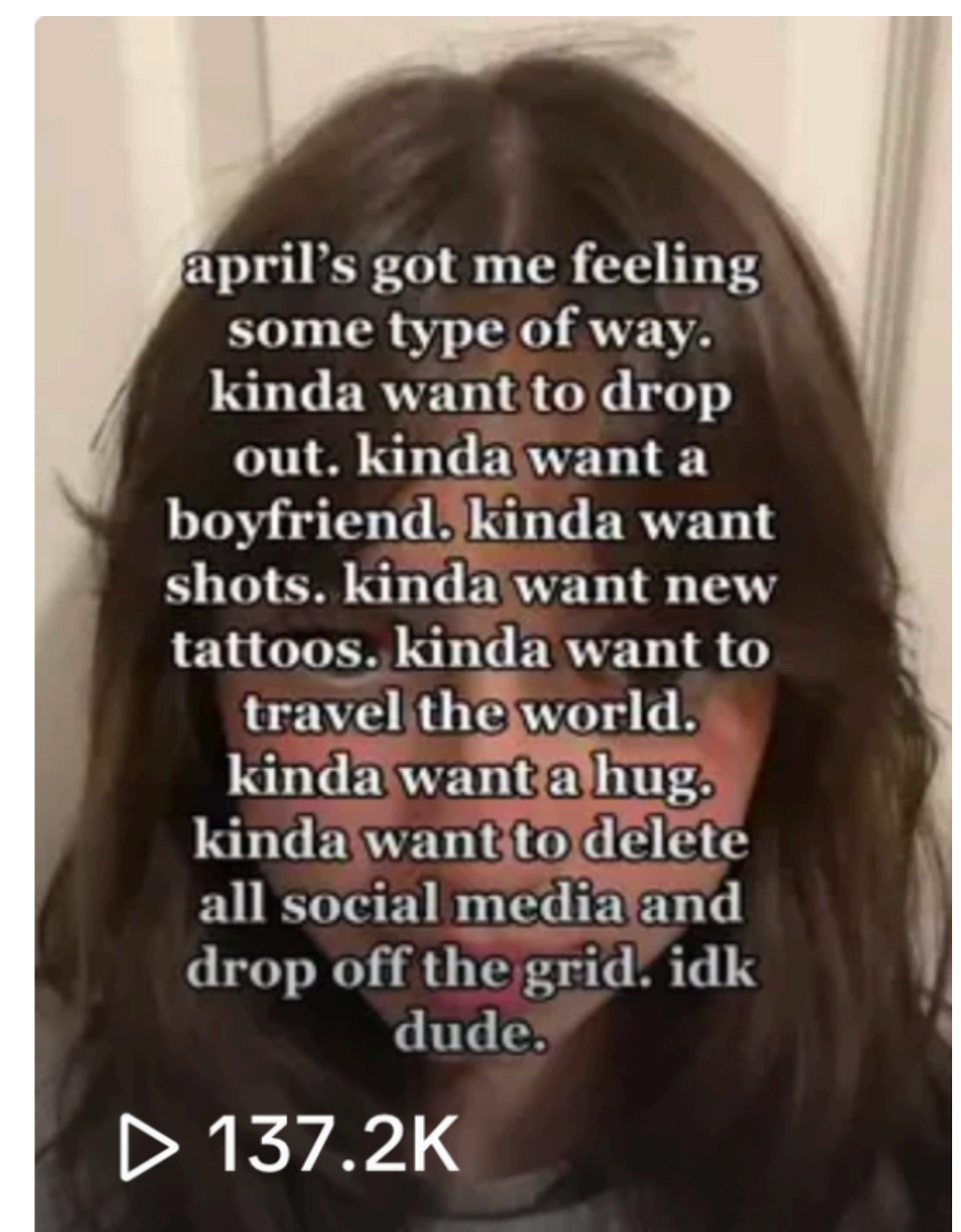
Video #1



Video #2



Video #3



Video #4





Photography by Ryan Sides

# BUSINESS ASSETS



## SUPERVISOR AT ALICE + OLIVIA

Currently, Jamie holds the role of a Sales Supervisor at Alice + Olivia. Her role involves assisting clients in discovering the perfect outfit to express their unique individuality as well as managing the team.

During her time there, she implemented a successful sales strategy that resulted in a 42% increase over her individual monthly sales target.

In this way, Jamie gained experience in both Team Managment and Merchandising. She possesses insights into the workings behind retail stores and is skilled in effectively selling to customers.



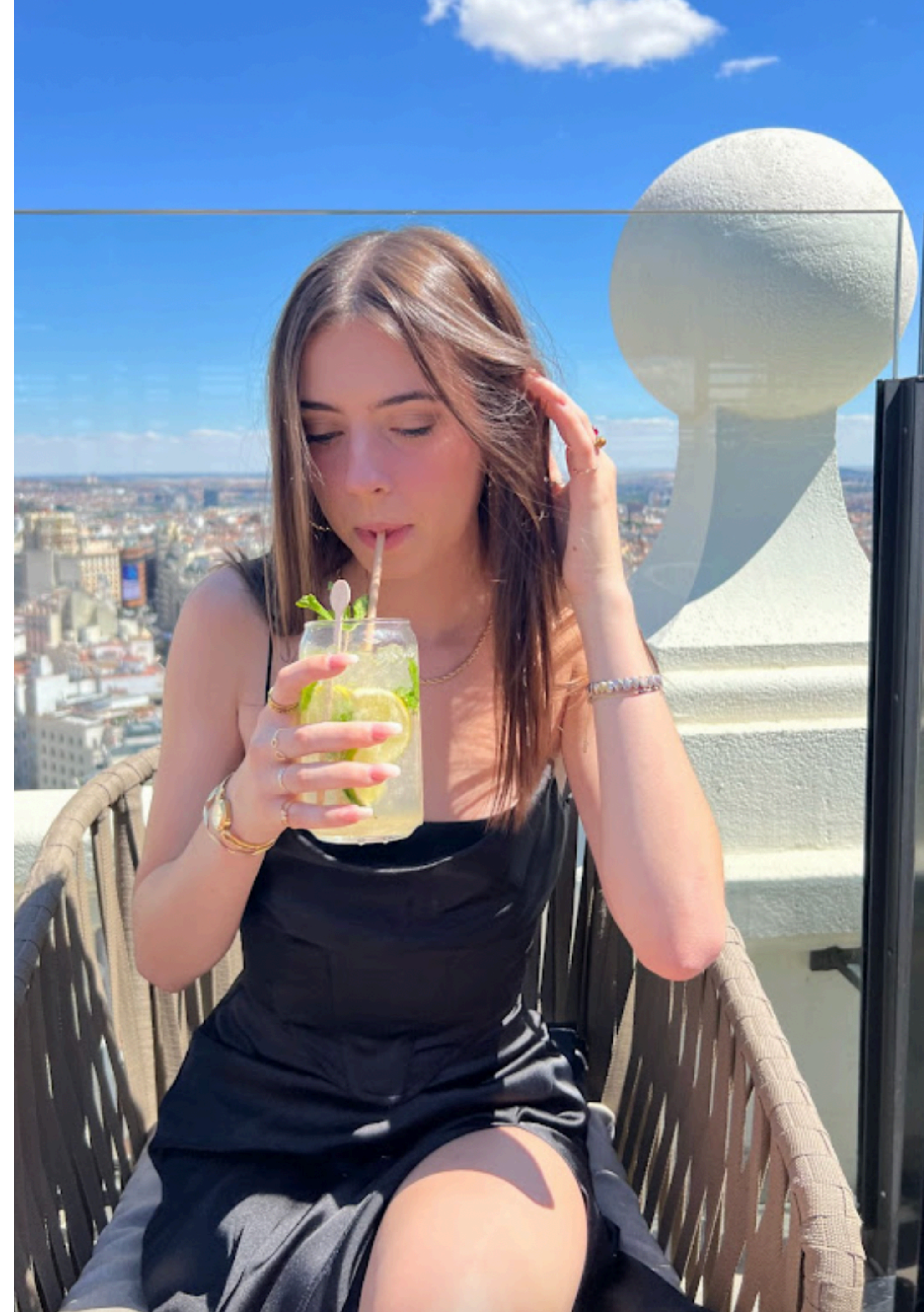
# BUSINESS ASSETS

## PERSONAL STYLIST

Jamie currently has fifteen clients and has been pursuing her passion with dedication for the past year. Each of her clients has provided positive feedback and recommended her to their connections, contributing to the development of a waitlist.

Jamie provides an many of services, ranging from consultations and individual item searches to wardrobe refreshes, personal shopping, and aesthetic creation.

This business venture has equipped her with valuable insights into running a successful enterprise, knowledge that she can leverage in future brand partnerships.







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IMAGES MATTER.

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# BUSINESS ASSETS

## CREATIVE DIRECTOR FOR NIGHTFALL

For this project, Jamie holds responsibility for all design aspects of the brand. Based on the pretrials, their products have garnered significant traction, with more than 1.3M people expressing interest in purchasing their offerings.

This business venture taught her the art of designing for a diverse audience and crafting products that resonate deeply with customers.



# PARTNERSHIPS

## VOGUE CLUB

### GARAGE®

Jamie's significant social media influence, along with her impressive storytelling and artistic talents, has led to major partnerships with Garage, Sephora, Rent the Runway, Jessica Simpson, and Amí Cole. Through her Instagram account, she shared content about the brands and included links in her bio. With her consistent promotion, she was able to gather hundreds of clicks every week. Moreover, she recently was recognized as an outstanding member of Vogue Club and was asked to be a Vogue Club Champion (Ambassador).

These partnerships showcase her dedication to working with each brand, originating from her hard-working nature and her desire to ensure the success of the collaboration.





# PARTNERSHIP IDEALS

TYPES OF BRANDS THAT MATCH JAMIE'S CONTENT:

## Fashion & Clothing brands

OAK + FORT



*Madewell*

LNA  
CLOTHING

ARITZIA

Jamie's expertise in fashion position her as an ideal brand collaborator within the industry. Her established audience places profound trust in her fashion-related content.

Her aesthetic seamlessly aligns with renowned brands like Madewell, LNA Clothing, and Aritzia; her consistent patronage of these brands and her vibrant and bubbly personality contribute to promoting their products with an air of exclusivity.

## Luxury brands

Dior



Additionally, Jamie envisions leveraging on partnerships with luxury brands, aligning with the aspirational lifestyle she manifests and promotes across her platforms in a positive manner.

## Bags & Accessories





# PRESS & MEDIA PRESENCE

Jamie's accomplishments and talent have attracted attention from major top magazines and publishing companies.

- Featured in multiple articles in VOGUE
- Interviewed by Refinery29 requesting her expert stylist opinion
- One of the 60 personalities invited to Vogue Headquarters for an exclusive event
- Wrote and published a book with Wipf and Stock







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# CONTACT