

FASHION UNFILTERED

No Fluff. Just Fashion.



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MAY 20, 2016



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NEWS

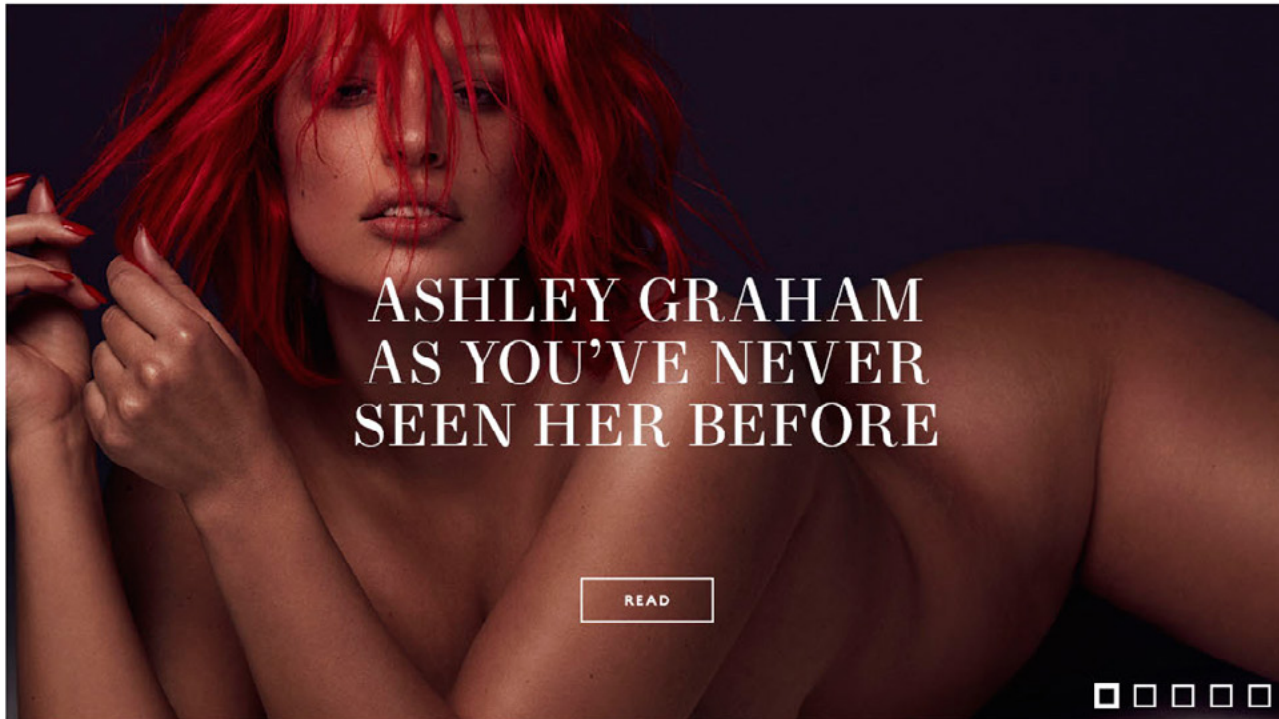
STYLE

BEAUTY

CULTURE

PEOPLE

COLLECTIONS



FASHION UNFILTERED

THE PREMIER ONLINE DESTINATION FOR FASHION, BEAUTY, AND BEYOND

Launched in February of 2016, FASHION UNFILTERED is the antidote to ordinary. The premier destination for fashion news, commentary, criticism, beauty coverage, artful editorials, and much more, FASHION UNFILTERED offers consumers, fashion obsessives, and industry insiders hard-hitting journalism, clever cultural reportage, comprehensive beauty, shopping, and trend content, and timely news and runway coverage that is carefully curated and delivered through an unfiltered lens. We believe in content over clicks, digestible stories with substance, and informing, rather than pandering to, our voracious readers. With a highly skilled and diverse team of editors, journalists, stylists, and photographers that hail from all corners of the industry and the world, FASHION UNFILTERED delivers an honest, invigorating experience that educates, explains, and entertains better than any other fashion site on the web.



FASHION UNFILTERED

KATHARINE K. ZARRELLA

Founder and Editor-in-Chief

Katharine K. Zarrella is an internationally renowned fashion journalist, critic, and editor. Having lived in Rome, Paris, and London, Zarrella, who now lives in New York, launched her career by freelancing for publications including Style.com, Business of Fashion, Dazed & Confused, W Magazine, i-D, and SHOWstudio, among others. She holds an MA in Fashion and Fashion Journalism from London's Central Saint Martins College of Art and Design, where she graduated with a distinction and oversaw the production of the program's first student newspaper. After returning to New York in 2012, she worked as the news editor at Style.com, a position she held for two years. Most recently, she served as the senior editor of V Magazine and VMAN. A strong believer that fashion is a reflection of and barometer for our current cultural climate, Zarrella is particularly interested in the intersections between art, fashion, popular culture, and commerce.

OUR TEAM



FASHION UNFILTERED

AMBER KALLOR BEAUTY DIRECTOR

ERINN HERMSEN SITE DIRECTOR

ARIA DARCELLA NEWS AND FEATURES EDITOR

PROSPER KEATING EUROPEAN EDITOR

HILARY SHEPHERD EDITORIAL COORDINATOR

MELISSA VENTOSA MARTIN EXECUTIVE FASHION EDITOR AT LARGE

ASHLEY W. SIMPSON FEATURES EDITOR AT LARGE

VINCENT OQUENDO BEAUTY EDITOR AT LARGE

WILLIAM BUCKLEY CONTRIBUTING EDITOR

BRITTANY ADAMS CONTRIBUTING EDITOR

AFSUN QURESHI CONTRIBUTING EDITOR

JAMES NEILEY PARTNERSHIPS DIRECTOR

OUR TEAM



FASHION UNFILTERED

OURUSE CREATIVE INC
NATALIE MARIE GEHRELS

CREATIVE DIRECTION

BFA

PHOTO AGENCY

FIRSTVIEW

RUNWAY PHOTOGRAPHY

HARLEY & COMPANY

WEBSITE DEVELOPMENT

OUR PARTNERS



FASHION UNFILTERED

NEWS

Unfiltered reports on the news that has the industry abuzz

BEAUTY

Photo shoots with supermodels, interviews with industry pros, details on the newest trends and products, and so much more

STYLE

Shopping stories, street style coverage, seasonal photo shoots, trend reporting, and beyond

PEOPLE

In-depth interviews with designers, icons, celebrities, artists, and more, plus, inside looks at the best parties fashion has to offer

CULTURE

From ballet and theater to politics and social issues, our reporters examine how the world around us influences fashion

OUR CONTENT



FASHION UNFILTERED

FASHION WEEK AND COLLECTIONS COVERAGE

Real time coverage of the most important fashion shows,
in-depth analysis, and behind-the-scenes content,
plus a comprehensive archive of images and reviews
from past seasons.

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Fashion Unfiltered's audience is curious, voracious, sophisticated, and fashion-obsessed. From industry insiders to savvy consumers, our readers possess a deep-seated appreciation for quality, luxury, and craft. They pride themselves on individuality, follow and engage with brands on a high level, and they're style leaders, whether it be within the fashion community or simply among their groups of friends.

OUR MONTHLY AUDIENCE TO DATE

248k Monthly Page Views
185k Unique Monthly Page Views
38k Unique Monthly Users
Average Time on Page is 1:30

OUR FASHION MONTH AUDIENCE

405k Monthly Page Views
330k Unique Page Views
40k Unique Monthly Users
Average Session Duration is 2:50

THE AUDIENCE

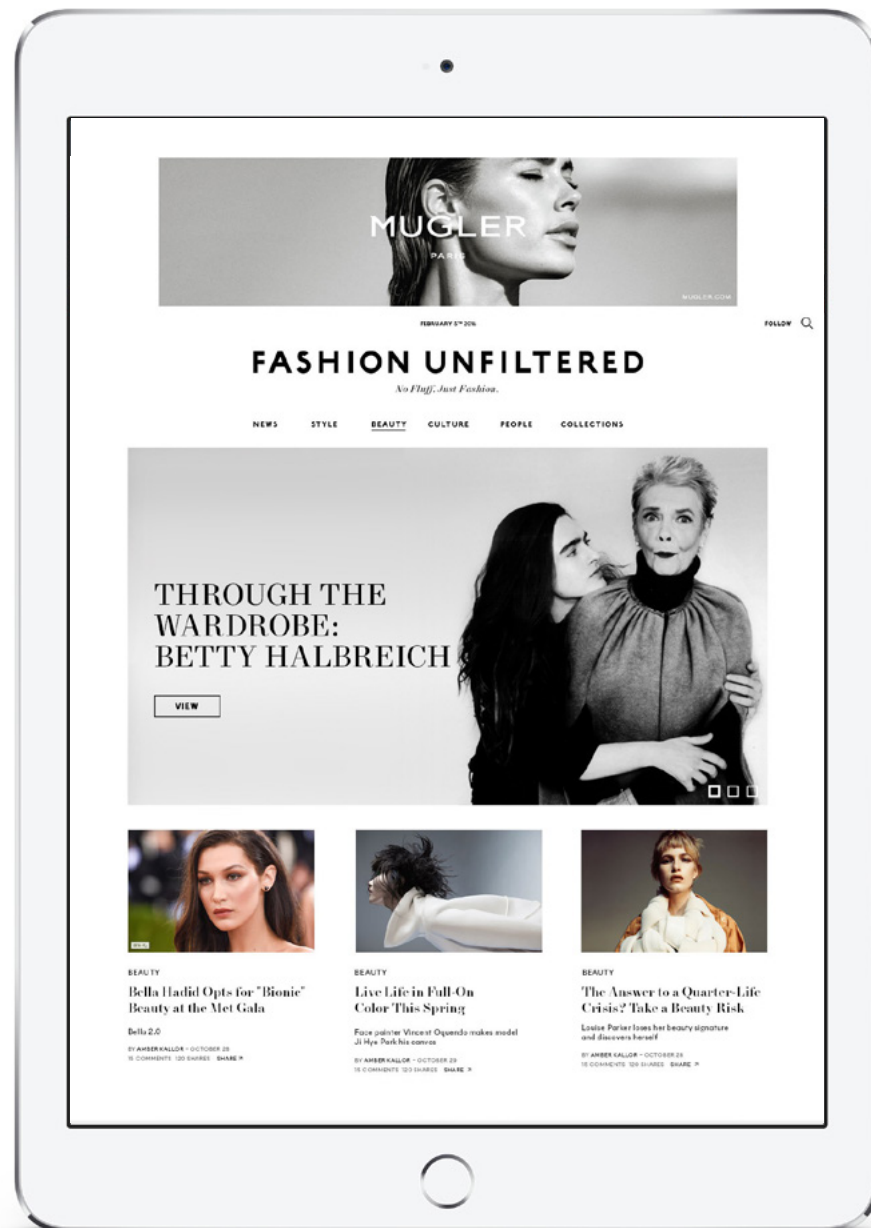


FASHION UNFILTERED

Fashion Unfiltered offers a variety of advertising options and packages to brands in the fashion, beauty, and luxury markets. Brands can select from a menu of traditional advertising placements and custom branded content that caters to their needs and budgets.

ADVERTISING











FASHION UNFILTERED

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