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“Fashion fades, only style remains the same”

- Coco Chanel

**Editorial Strategy**

**Goal:** To expand upon bdb’s name recognition, modernize a nostalgic brand and exponentially increase its value through synergy.

**How we achieve this:** By creating a personalized, high-end experience somewhere between an online InStyle and Vogue – with the added benefit of an online storefront. While focused on fashion, our top quality content will cover everything lifestyle related: décor, food, travel, wellness, must-haves and must-sees, all in the voice of a knowledgeable, metropolitan *passionista*… Translation? Whatever your *thing* is (shoes, bags, vintage jewelry… pop-up restaurants, girly gadgets or family-friendly five star), we’ll know about it. Plus, through our exclusive, members-only sales, we’ll grant you the coveted access to get it… sometimes at a major discount.

**The result:** A destination site for cross-spectrum lifestyle trends that draws visitors on its own *and* bridges our online retail pop-ups with our special live events.

**Potential taglines:**

Life, styled.

Life*style*

*Unleash your* ***passion****ista\*\**

*Look and feel like a ~~million~~* ***billion*** *bucks!*

**Our voice:** We’re in the know. Saucy and sophisticated but down to earth and connected to our audience’s needs and interests. Our readers are our friends. We get them and they trust us. If Carrie Bradshaw (or Olivia Palermo) had a lifestyle site, BDB would be it.

**Our sections:**

**Babes:** *Women’s apparel, jewelry, accessories*

**Blokes:** *Men’s apparel, accessories*

**Bungalow:** *Home décor*

**Bundle:** *Baby and child apparel and accessories*

**Buddy:** *Pet gear*

**Being:** *Travel, restaurants, yoga, fitness, meditation, spa, etc.*