

*Dawn Del Russo*

## Fashion Brand Consulting

[Dawn Del Russo](#) is a nationally recognized [TV fashion expert](#), celebrity and high-profile brand stylist, [published author](#) and woman over one million people turn to via her [personal blog](#), [YouTube](#), [Twitter](#), [Pose](#) and [Facebook](#) to get style tips and product picks.

A B.S. in Business Management, fashion studies at Parsons, Bella Dawn, a brick and mortar and online boutique and a styling career that has taken her from Fashion's Night Out to styling jobs for *People StyleWatch* to Macy's, Glamour Magazine, to Mustang Dawn has the ability to forecast business success. Dawn has worked on outreach campaigns with national brands including Demeter Fragrance, Telebrands, Genie Bra, Bed Bath & Beyond, Blue Nile, Selena Gomez DOL, Stauer, The Real Real, Daffy's, Macy's, The Body Shop, Glam Rock Watches, StriVectin, Kohls, AdoreMe, among others.

Dawn is a trusted industry expert known for translating her love for the season's hottest trends to national and international media. Worked as NY Radio's "What to Wear Weather" girl on 95.5 PLJ. She was featured on Glamour Magazine's hit show "Dress To Kill", has also been seen in print media including Vogue Italia, Glamour, *InStyle Magazine*, *Teen*, *Life & Style Weekly*, *Us Weekly*, *Elle*, *Cosmopolitan* and *Lucky* and on national TV, NY Live, Access Hollywood Live, *The Insider*, *E! News*, NBC, Fox, CBS and *Better TV* as well as powerful local media from New York City to Miami to LA. Dawn has also parlayed her must-have fashion style tips into her book [101 Glam Girl Ways To An Ultra Chic Lifestyle](#).

Dawn Del Russo also strategically targets the fast paced and ever changing digital media world with her tips and picks via her own blog [Live The Glamour](#) as well as her [Facebook page](#), [Twitter](#), [Pinterest boards](#), [Instagram](#) and Dawn Del Russo [YouTube Channel](#) which all together capture over 2 million lovers of fashion and beauty from all over the world who look to Dawn for guidance.

Dawn is a trusted source of fashion, beauty luxury lifestyle and trend information with recommendations for her fans and followers worldwide. Dawn Del Russo brand offers brand consulting and partnering, opportunities with branded content, targeted promotions, blogs and vlogs, social media campaigns, contests, placement on national and local segments, tips sheets and other options available to suit your needs.

See below for general information and overview of more personalized services.

With each project we will develop a strategic plan to achieve branding success. Through proper plan execution, team mentoring, vast network promotions and weekly consulting we will guide your team to accomplish beneficial outreach. Outlined below are the bulleted tasks to be developed and executed for proper implementation. With additional add-on options available.

- Connection with media resources
- Relationship development/introductions to Editors, Producers, Bloggers, Stylists and On-Air Talent
- Celebrity gifting ideas
- PR & Marketing guidance with your in-house team
- Press event and desk side plan development
- Targeted social media initiatives
- Creative new business opportunities
- Brand positioning and development
- Recommendations on website, lookbooks, and trade events
- Review and build overall company strategies for maximum coverage
- Network core business when applicable
- Hosting availability for creative events with team
- Time & action calendar

The proposed fashion brand consulting with Dawn Del Russo is based on a monthly retainer to include all of the above. Flexible plans available with 3/6/12 month options. If additional components are required we can discuss inclusion or additional budget. We look forward to discussing our work together and growing visibility of your brand.