

BEAUTY/crew

STYLED BY
marie claire

**Pacific Welcomes A New Crew:
Unveils Two Major Beauty and Fashion Digital Plays
BEAUTYcrew and StyledBy *marie claire***

Monday 8th February 2016: Pacific Magazines, the country's leading cross-platform audience company, today unveiled two new major digital destinations: BEAUTYcrew and StyledBy *marie claire*.

Jackie Frank Group Publisher, Fashion and Health, comments: "Our two new digital properties take Pacific's beauty and fashion offerings to a whole new level - expanding our footprint and eco system both to the consumer and the advertiser."

BEAUTYcrew launches as Australia's ultimate beauty destination. Powered by Seven West Media, BEAUTYcrew is an Australian first: a single online platform where women who love beauty can learn, try, review and buy – whilst delivering advanced commercial outcomes for partners.

This site will mark the first time Pacific's brands will unite in the one destination, providing remarkable expertise and a powerful reach for consumers and clients alike.

BEAUTYcrew launch is supported by commercial partners including L'Oréal, Coty, Estée Lauder, Unilever and Parfums Christian Dior.

Jackie Frank continues: "BEAUTYcrew will revolutionise the way consumers interact with beauty brands.

"As a truly 360 cross-platform offering - integrating online, social, magazines and television - BEAUTYcrew creates cut-through to reach highly engaged beauty enthusiasts, with best-in-class functionality, unique new content and drivers to e-commerce."

BEAUTYcrew was scoped, designed and built internally by Pacific's dedicated digital team of more than 40 digital specialists, led by Darren Kerry, Head of Digital and Innovation. The site will undergo a multi-phase roll out in the coming months.

Alex Noonan, Content Director, BEAUTYcrew, says: "BEAUTYcrew brings the combined trust, reach and expertise of some of the country's most trusted magazine brands together as the ultimate one-stop beauty shop.

"BEAUTYcrew's unique new editorial content satisfies the digitally savvy, highly engaged female audience whilst driving traffic for our commercial retail partners.

"It's smart, sophisticated and there's nothing like it in the Australian market to date," Noonan adds.

The launch team headed by Group Publisher Jackie Frank, includes Alex Noonan as Content Director, Sales Director Annalise Talarico, Carli Alman as Editor and Iantha Yu as Beauty Editor, in addition to an experienced digital, video and editorial team. An award-winning panel of beauty editors provide content and unparalleled authority and expertise from ten of Australia's favourite mastheads, including *marie claire*, InStyle, Women's Health, Better Homes and Gardens, New Idea and Girlfriend.

Pacific Magazines today also introduces StyledBy *marie claire*, a new online destination which combines curated fashion content and a unique personal styling experience with an e-commerce platform.

"This is a global first for *marie claire*," comments **Jackie Frank, publisher.**

"StyledBy closes the loop from fashion inspiration to customisation and finally purchase with a custom built e-commerce platform. It extends the brand footprint, brings our assets and authority to life and extends our revenue streams – whilst at the same time dialling-up audience interest in great fashion shopping.

"It's win-win for Pacific, *marie claire*, our retailer partners and our audiences," Frank adds.

StyledBy *marie claire* inspires audiences with high quality, curated editorial which is updated daily, including trend reports, fashion news, designer interviews and profiles. E-commerce is supercharged with instant shopping, plus the ability to interact directly with stylists. The platform provides users with access to the latest fashion product from over

500 retailers.

Clare Press heads the launch team as Editor-at-large. Other stylists include members of the *marie claire* fashion and editorial team, including Fashion Director Jana Pokorny. The team can provide personalised style advice in real time via appointment through online chat functionality. Pop-up ‘Guest Stylists’ such as Nicky Zimmermann and Camilla Franks complete the picture.

The new fashion destination includes sophisticated functionality that will allow complete retail integration with all editorial on the site. Users will be able to join the StyledBy community to create their own style boards. BEAUTYcrew and StyledBy *marie claire* are both home-grown innovations from Pacific’s existing teams.

Gereurd Roberts, Commercial Director, Pacific Magazines, says: “The addition of BEAUTYcrew and StyledBy *marie claire* to the Pacific portfolio further cements our multi-platform reach, expertise and our data-led audience strategy.

“Supported by Seven West Media, the new online destinations will provide inspirational, curated, high quality content for our audiences and digitally smart, compelling opportunities for our commercial partners.

“The launch support for these home-grown online destinations has been incredible and we look forward to driving measurable results for our brands and clients alike.”

Pacific has enjoyed a growth in digital audience – social, apps, online - of more than 633% in the last three years alone

Peter Zavec, Chief Executive Officer, Pacific Magazines, says: “Our determined and measured strategy has seen us through a period of exponential change. And 20 months into our new direction the sum of our consumer touch points is in excess of 20 million.

“Our business model now has not only an impressive reach, it also has real data and digital clout.

“During the next year, we will launch a stable of compelling new online destinations. These plays not only fit with our audience strategy by putting data front and centre of our decision making – they extend our brands into smart new product and service offerings, increase our footprint and offer attractive new revenue streams.”

The new online destinations can be viewed at:

BEAUTYcrew: www.beautycrew.com.au StyledBy *marie claire*: www.styledbymarieclaire.com.au

