

Beauty & Style

COMPETITIVE DEEP DIVE

InStyle BYRDIE People SHAPE BRIDES BYRDIE People People BRIDES InStyle BYRDIE

A CLOSER
LOOK AT
WHAT OUR
COMPETITOR
S HAVE BEEN
UP TO...

● **VOXMEDIA**

● **FUTURE**

● **CONDÉ NAST**

● **HEARST**

VOX MEDIA

The Cut, New York Magazine



"I feel like The Cut is in my brain, like they know *exactly* what I want to see"

"I like how edgy The Cut's content is, it really catches my eye"



Instead of simply sharing event shots, The Cut gives them an editorial twist.



Bold and timely, The Cut weighs in on everything from viral trends to political flashpoints—often bringing in niche voices to do it.

FUTURE

Who What Wear, Marie Claire



RELEVANT LONG FORM CONTENT

Longform features on Who What Wear spotlight the right talent at the right time, always through a fashion lens.



“NICE TALK” PODCAST

Marie Claire’s podcast brings timely talent into bold, wide-ranging conversations. Designed to spark dialogue and share effortlessly across social.



CLEAN SOCIAL FEED

Every image, every video—WWW’s social is tightly curated, delivering a high-gloss look that’s consistent and clash-free.

CONDÉ NAST

Vogue, Vanity Fair, Glamour, GQ



VOGUE IS
VOGUE

With decades of authority, Condé Nast's heritage brands bring unmatched trust and editorial prestige.



ICONIC
ACTIVATIONS

Known worldwide, the Met Gala and Vanity Fair's Oscars afterparty are the pinnacle of glamour, exclusivity, and cultural relevance.



STRONG
VIDEO
CONTENT

Both social and longform video are standout strengths—franchise series like VF's *Lie Detector* and Vogue's *Beauty Secrets* have earned cult status.

HEARST

Cosmopolitan, ELLE, Harper's Bazaar



OUT OF THE BOX VIDEO CONTENT

Whether longform or shortform, Hearst's videos are inventive, high-energy, and loaded with moments that beg to be clipped and shared.



GEN Z SOCIAL TONE

Cosmopolitan nails a strong Gen Z tone across Instagram and TikTok, with captions and comments that keep things relatable, fresh, and fun.



INFLUENTIAL TALENT

From videos to covers, all Hearst brands showcase industry-leading talent.

KEY TAKEAWAYS

DDM'S PLAYBOOK

How & where we can own the moment

CREATE SCROLL-STOPPING CONTENT

Create an engaging long-form content series, tailored for easy social amplification.

FEATURE CULTURE-DRIVING TALENT

Spotlight buzzy, of-the-moment voices—from viral stars to niche icons—across every platform.

SET THE CULTURAL AGENDA

Lead the trends—don't just follow or report on them.



What's Next: Trends Worth DDM Exploring

GOODBYE:

Clean Girl Aesthetic

Say goodbye to the girl in bed by 9PM for her 6AM Pilates class—slicked-back buns and no-makeup makeup are officially on their way out

2000s/Y2K Style

Y2K isn't totally dead, but it's time to retire the velour tracksuits and chunky sneakers. The obsession with low-rise basics and belt-sized mini skirts is giving way to...

ENTER!

Party Girl/Indie Sleaze Aesthetic

Say hello to the girl with messy hair and smudged eyeliner, blasting Charli XCX and dancing 'til sunrise with her best friends. Drapey fits and smoky eyes aren't going anywhere

2010s Style

Think fringe boots, bodycon everything, and the Rio de Janeiro Instagram filter—the 2010s are officially back. Hervé Léger is making a comeback, with dupes already flooding the market

GOODBYE:

Microtrends

Chasing every trend that changes by the month? That's out. From cow print to bubble skirts to boxer shorts—we're officially done with overconsuming fashion

Itty Bitty String Bikini

We're moving on from the itty bitty bikini—no more dental floss fits or barely-there straps that do little lifting

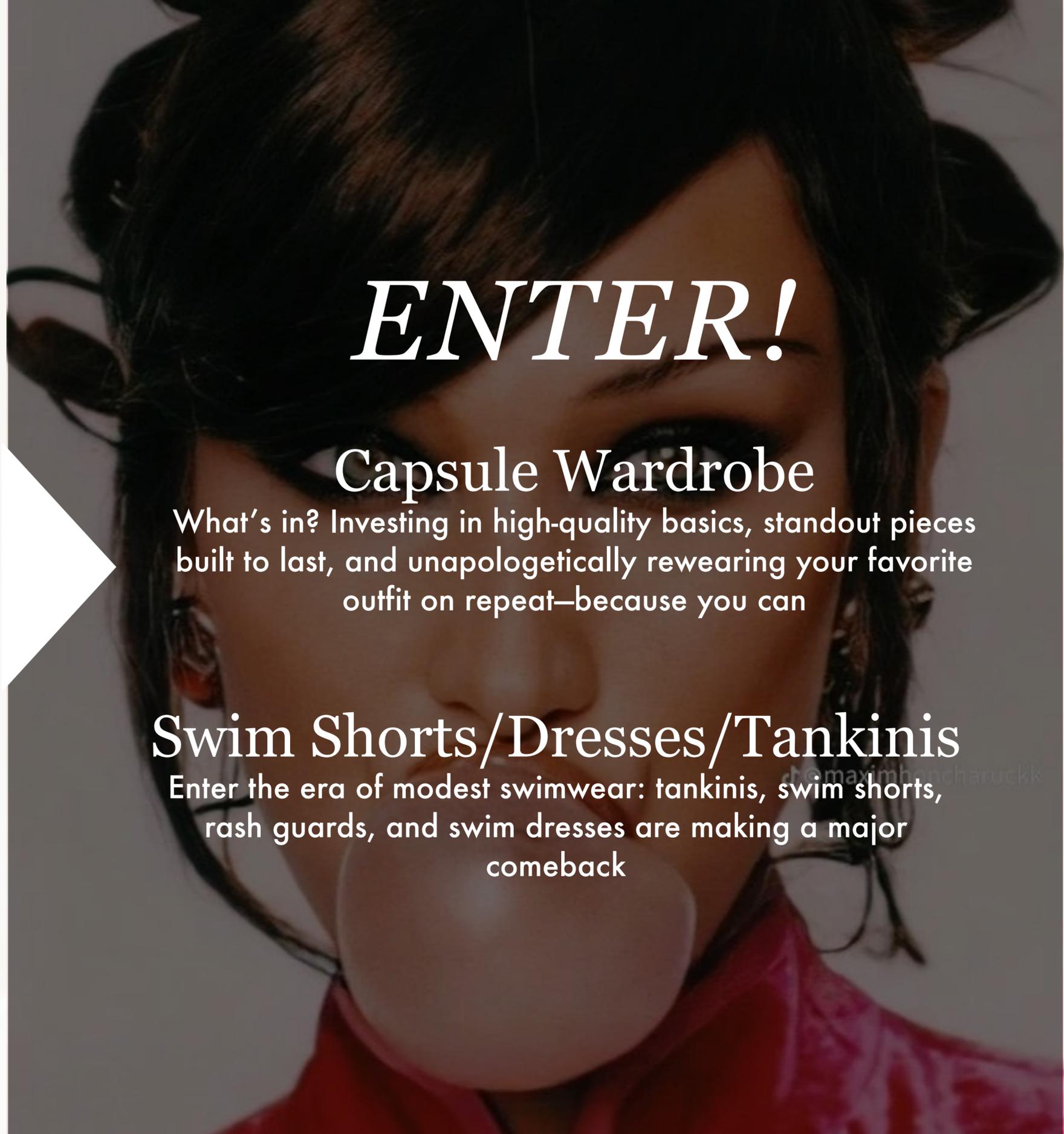
ENTER!

Capsule Wardrobe

What's in? Investing in high-quality basics, standout pieces built to last, and unapologetically rewearing your favorite outfit on repeat—because you can

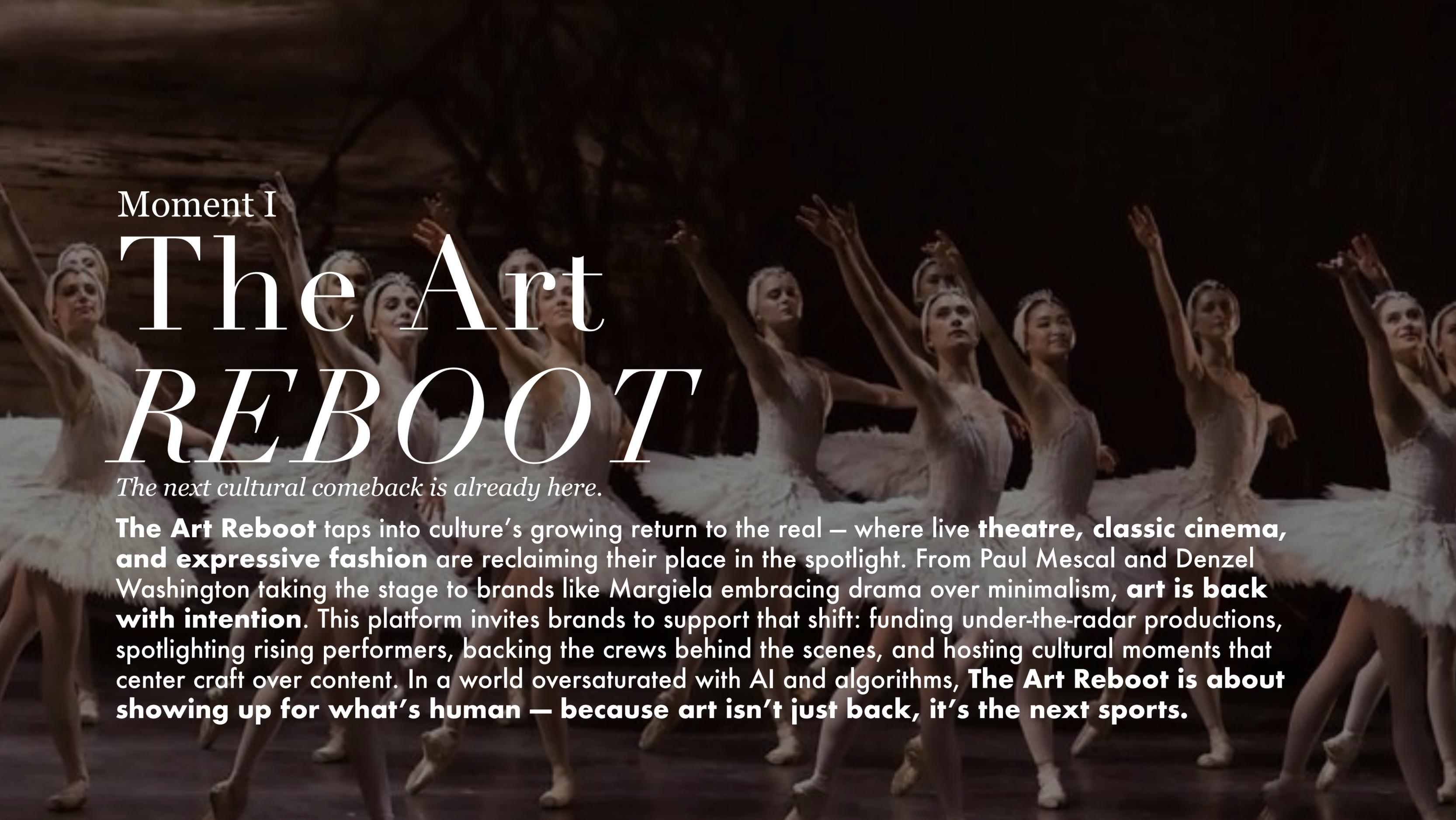
Swim Shorts/Dresses/Tankinis

Enter the era of modest swimwear: tankinis, swim shorts, rash guards, and swim dresses are making a major comeback





2026 Moments



Moment I

The Art *REBOOT*

The next cultural comeback is already here.

The Art Reboot taps into culture's growing return to the real — where live **theatre, classic cinema, and expressive fashion** are reclaiming their place in the spotlight. From Paul Mescal and Denzel Washington taking the stage to brands like Margiela embracing drama over minimalism, **art is back with intention**. This platform invites brands to support that shift: funding under-the-radar productions, spotlighting rising performers, backing the crews behind the scenes, and hosting cultural moments that center craft over content. In a world oversaturated with AI and algorithms, **The Art Reboot is about showing up for what's human — because art isn't just back, it's the next sports.**

People InStyle + YOUR BRAND

CURTAIN CALL: A NIGHT FOR THE ARTS

Theatre is officially having *a moment*—and this buzzy post-show afterparty puts your brand at the **heart of NYC’s cultural resurgence**. Partnering with a rising off-Broadway production, the night brings together **performers, tastemakers, and downtown cool kids** for a **glamorous** celebration of live art. Think **signature cocktails, glam touch-up stations, nostalgic theatre ephemera, and velvet-drenched vibes**. With elevated brand integrations woven throughout, it’s not just an afterparty—it’s **a love letter to the comeback of creativity**.

CONTENT EXTENSIONS:

- BTS coverage: show to afterparty transition
- Interviews with cast + partygoers (“Why theatre matters now”)
- TikTok trend: #CurtainCallChallenge — what are you wearing to the afterparty?



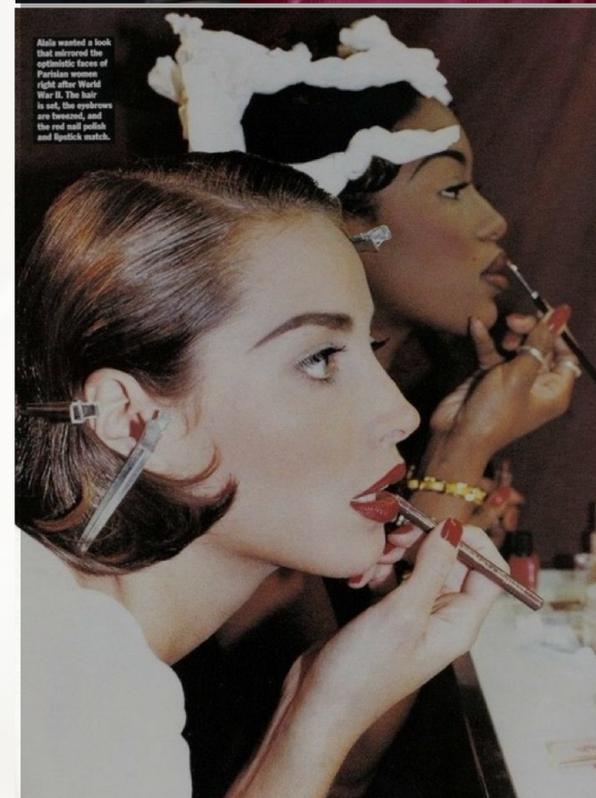
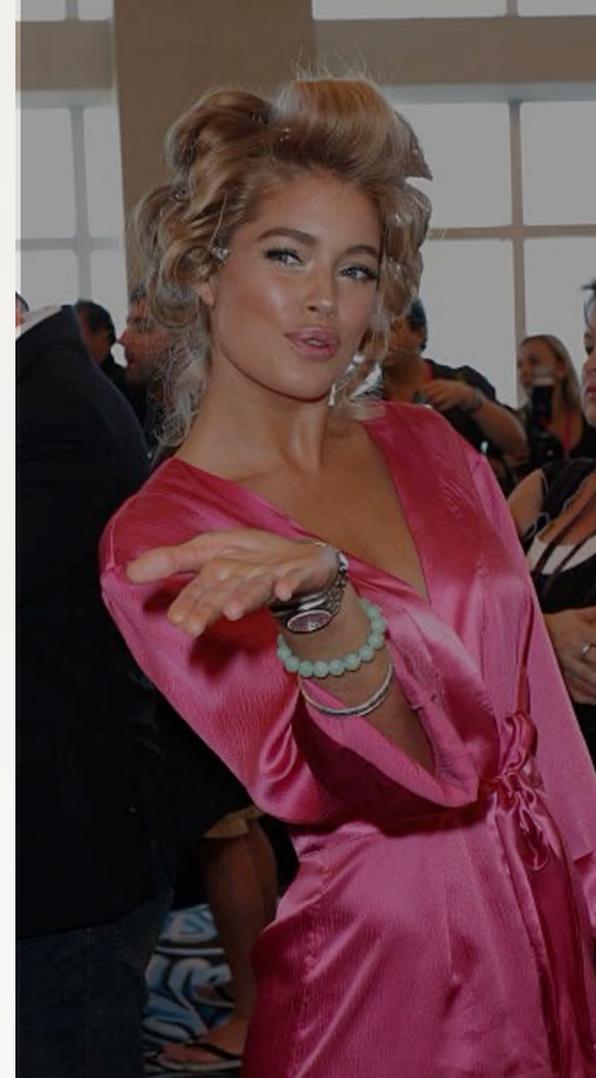
BYRDIE + YOUR BRAND

BACKSTAGE BEAUTY: POWERED BY [BRAND]

Your brand steps **behind the curtain** as the official makeup sponsor of an NYC theatre production—owning the **drama, the transformation, and the raw magic** of getting into character. From supplying products and MUAs to capturing **lit-mirror moments and emotional touch-ups**, this partnership blends **high-performance makeup with real performance**. With limited-edition kits and livestreamed backstage tours, it's beauty at its most cinematic—**messy, moving, and made to last**.

CONTENT EXTENSIONS:

- “A Day in the Life” TikTok featuring cast and crew
- Editorial shoot of the cast in full character glam
- QR code in the program linking to shoppable beauty looks



Moment II

The Campus *Edit*

Where game day glam meets campus cool—this is beauty's big college moment.

Where **school spirit meets social currency**, The Campus Edit brings major brand energy to the most culturally charged moments of college life. From **high-glam tailgate pop-ups** at powerhouse football games to late-night, club-style parties with multicultural orgs, these activations turn **campuses into real-time content hubs**. Think beauty touch-up bars, curated style drops, and influencer-packed events at schools with serious social pull—like UMiami, UCLA, NYU, and beyond. It's not just campus marketing—it's where **Gen Z lives, gets ready, and goes viral**.

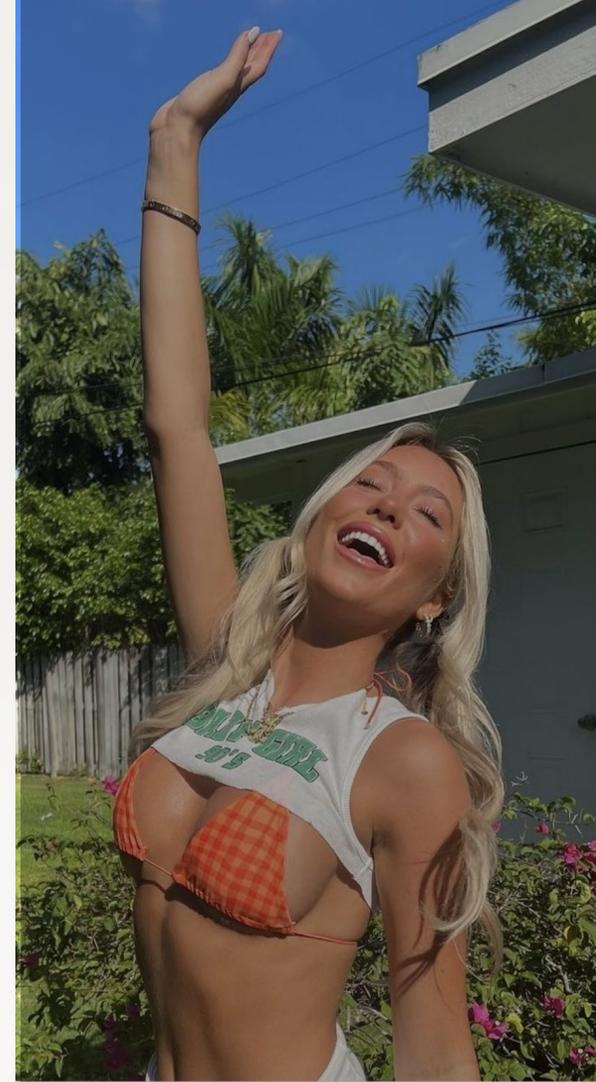
BYRDIE InStyle + YOUR BRAND

THE BEAUTY TAILGATE TOUR

This is where **game day meets glam day**. The Beauty Tailgate Tour pulls up to the biggest college football rivalries with a **head-turning** pop-up lounge designed for pre-game glow-ups. Think: **mini touch-ups, braiding bars, TikTok-ready mirror moments, and gamified giveaways**—all wrapped in school spirit and Euphoria-inspired shimmer. With DJ sets, influencer hosts, and chrome-drenched vibes, it's the **ultimate beauty-meets-sports moment** that turns every tailgate into a content goldmine.

CONTENT EXTENSIONS:

- “Get Ready With Me: Game Day” TikTok trend from the glam bar
- IG + TikTok Recap Reels
- Limited-edition product drops tied to schools or teams (ex: Crimson Lip, Canes Highlight Stick)



BYRDIE + YOUR BRAND

THE DORM ROOM DROP

Dorms are the new dressing rooms—and The Dorm Room Drop delivers a surprise-and-delight styling kit straight to the **trendiest** students on campus. Packed with vanity mirrors, skincare fridges, and TikTok-friendly organizers, these curated drops turn **everyday dorms into full-blown beauty studios**. With unboxable packaging, exclusive QR unlocks, and major UGC potential, this is how brands show up where **Gen Z gets ready, films content, and sets the vibe**.

CONTENT EXTENSIONS:

- Dorm Haul TikToks
- “Room Tour ft. [Brand]”
- Pinterest x Brand x College Influencer collab boards
- Early Byrd/Byrdie Bedtime: College Edition



Moment III

Thrift *FLIP*

Secondhand is the new Status

From TikTok hauls to downtown street style, **vintage and secondhand fashion** isn't just trending—it's **redefining what cool looks like**. This idea taps into the cultural cachet of curated resale by partnering with platforms like Depop, The RealReal, ThredUp, and Rebag to create **stylish, shoppable moments that celebrate the thrill of the find**. Whether it's a city-based vintage shopping guide, a pop-up with Second Street in NYC, or a resale-driven content series, this is where **sustainability meets style, and every piece tells a story**.

BYRDIE InStyle + YOUR BRAND

THE VINTAGE VAULT

Step into The Vintage Vault—a curated secondhand shopping experience where **fashion meets nostalgia and every piece tells a story**. Popping up in culture-rich neighborhoods, the space features **racks styled by tastemakers, upcycling stations, and endless fit-check moments**. With Y2K edits, influencer-selected favorites, and a disco-lit content corner, this is where **secondhand becomes the new status symbol—and sustainability gets a stylish, modern twist**.

CONTENT EXTENSIONS:

- “Try-On Haul” style TikToks from the pop-up
- Talent meet-and-greet + content posted on their socials
- Limited capsule drops or exclusive pieces available only IRL
- UGC hashtag wall for styled looks
- Example talent could include Olivia Jade in collaboration with brands like eBay, ThredUp, or TheRealReal



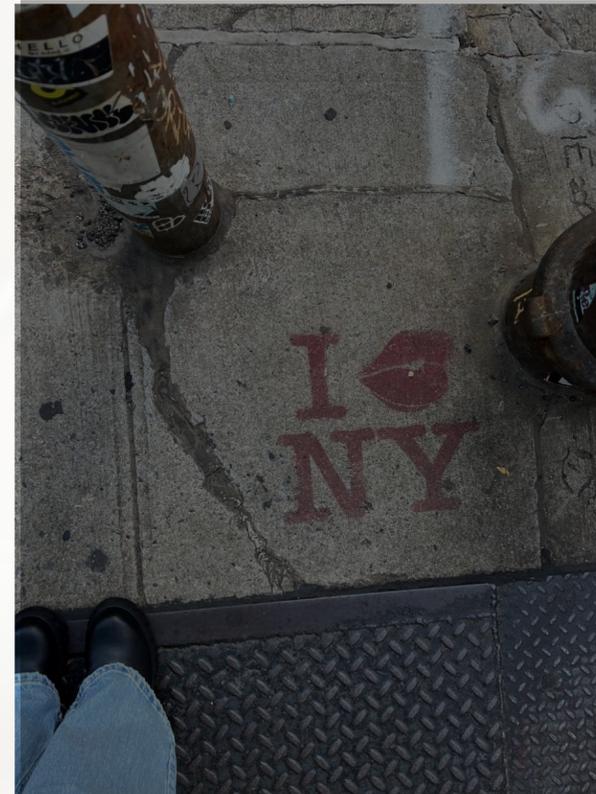
BYRDIE InStyle + YOUR BRAND

THE VINTAGE CITY GUIDE

Part zine, part **shopping bible**, The Vintage City Guide is your backstage pass to the **best secondhand gems in style capitals** across the country. From East Village to Silver Lake, this editorial-meets-social series delivers **curated maps, local tips, and creator recs** that turn the resale hunt into a full-on fashion experience. Think **downloadable guides, TikTok-style walkthroughs, and in-store perks**—all wrapped in a collage-forward, nostalgia-heavy aesthetic. It's more than a map—it's a **love letter to the thrill of the thrift.**

CONTENT EXTENSIONS:

- IG Reels + TT: “Vintage Shopping With Me in NYC”
- Shop-owner interview series (“What’s the Rarest Piece You’ve Ever Sold?”)
- Shoppable Pinterest moodboards





Who's Next: Talent to
Keep on Our Radar

LOW TIER



Ravyn Lenae
[@ravynlenae](#)



Davis Roe
[@davisroe](#)



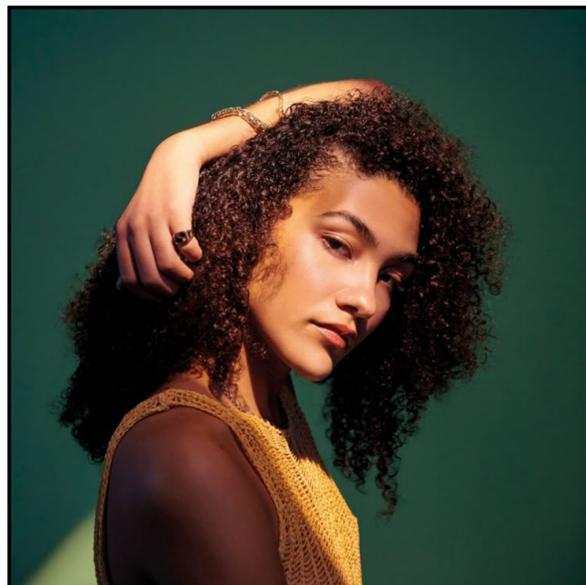
Audrey Hobert
[@audreyhobert](#)



Romy Mars
[@romymars](#)



Recho Omondi
[@omndi](#)



Olivia Dean
[@oliviadean](#)



Brett Chody
[@brettsbites](#)



Julia Mervis
[@juliamervis](#)

MID TIER



Olivia Jade
[@oliviajade](#)



Monet McMichael
[@monetmcmichael](#)



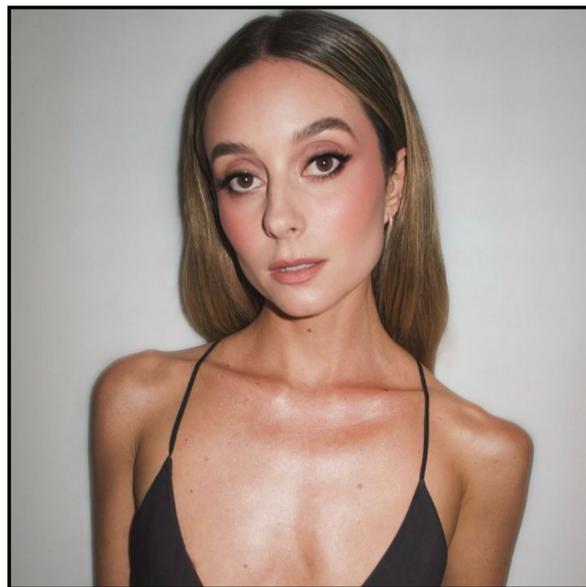
Lily Chee
[@lilychee](#)



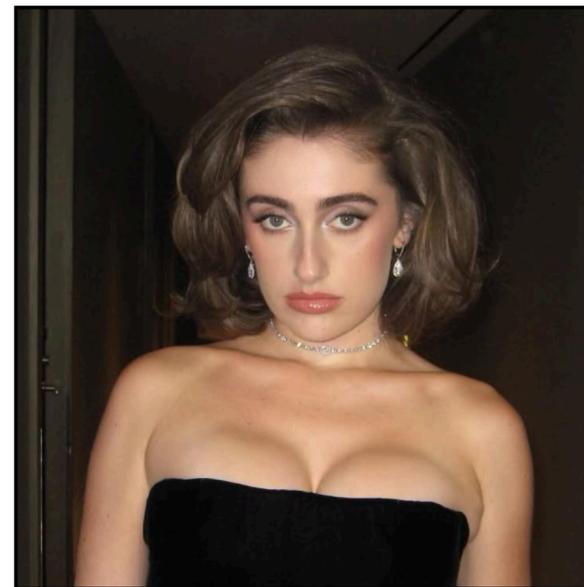
Conan Gray
[@conangray](#)



Benito Skinner
[@bennydrama7](#)



Mary Beth Barone
[@marybethbarone](#)

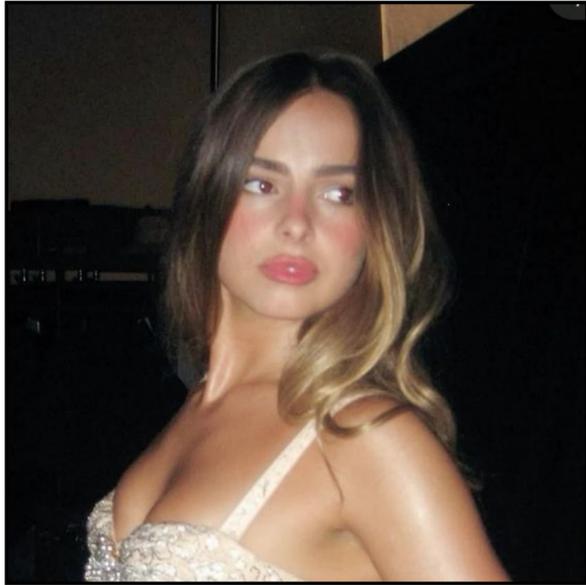


Rachel Sennott
[@treaclychild](#)



Frankie Stark
[@frankiebstark](#)

HIGH TIER



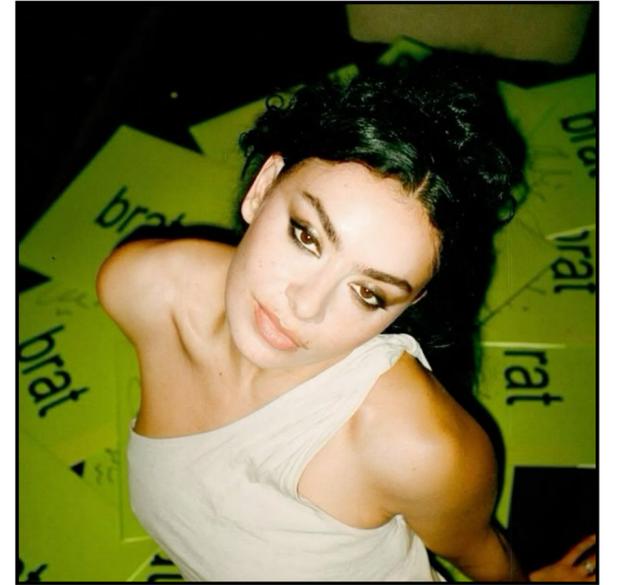
Addison Rae
[@addisonrae](#)



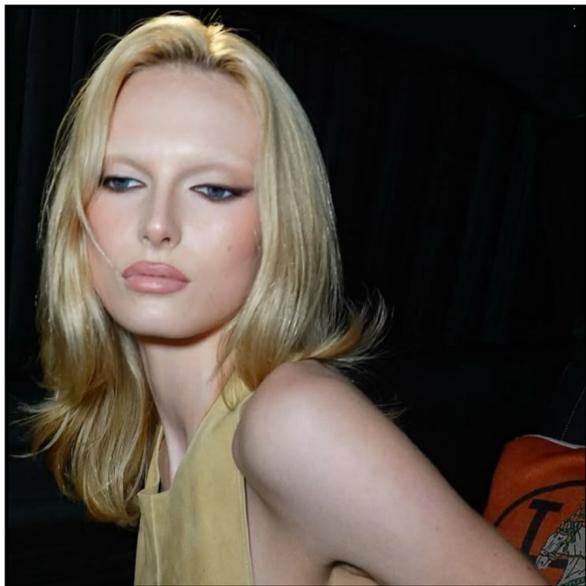
Lana Del Rey
[@honeymoon](#)



Lorde
[@lorde](#)



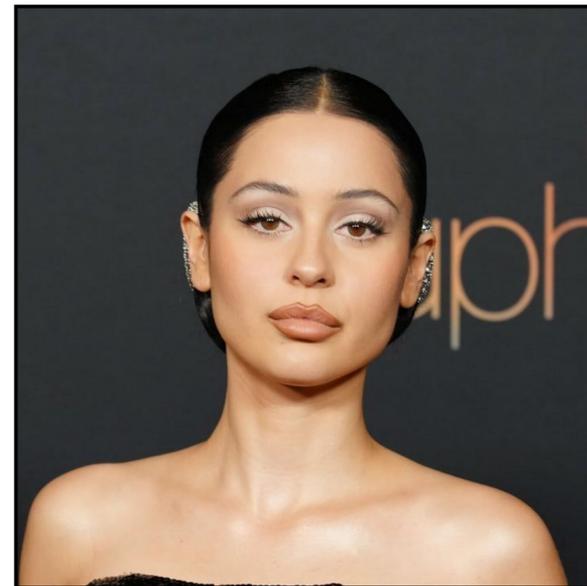
Charli XCX
[@charli_xcx](#)



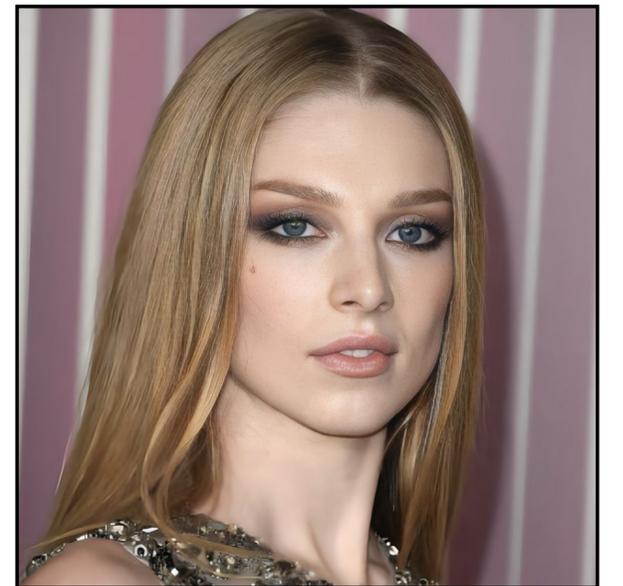
Alex Consani
[@alexconsani](#)



Gabbriette
[@gabbriette](#)

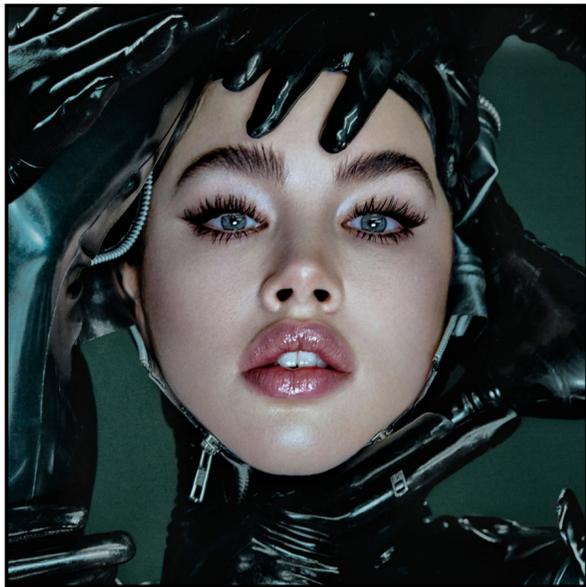


Alexa Demie
[@alexademie](#)



Hunter Schafer
[@hunterschafer](#)

BRANDS TO KEEP AN EYE ON



ISAMAYA
[@isamayabeauty](https://www.instagram.com/isamayabeauty)



Cyklar
[@cyklarofficial](https://www.instagram.com/cyklarofficial)



Crown Affair
[@crownaffair](https://www.instagram.com/crownaffair)



BYOMA
[@byoma](https://www.instagram.com/byoma)



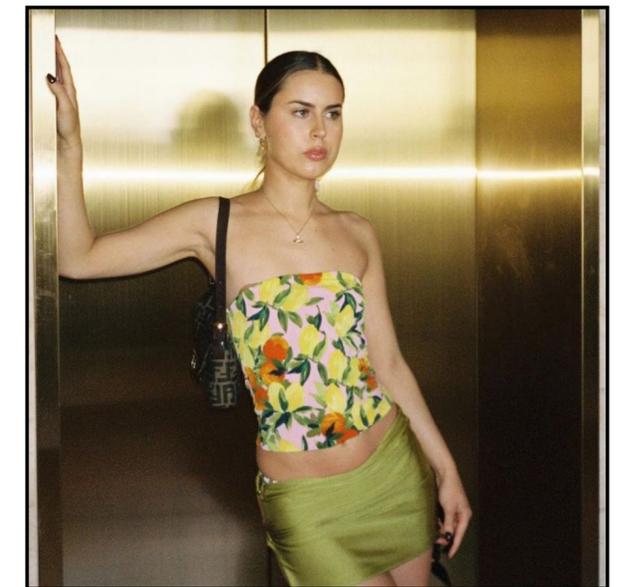
CHIMI
[@chimi](https://www.instagram.com/chimi)



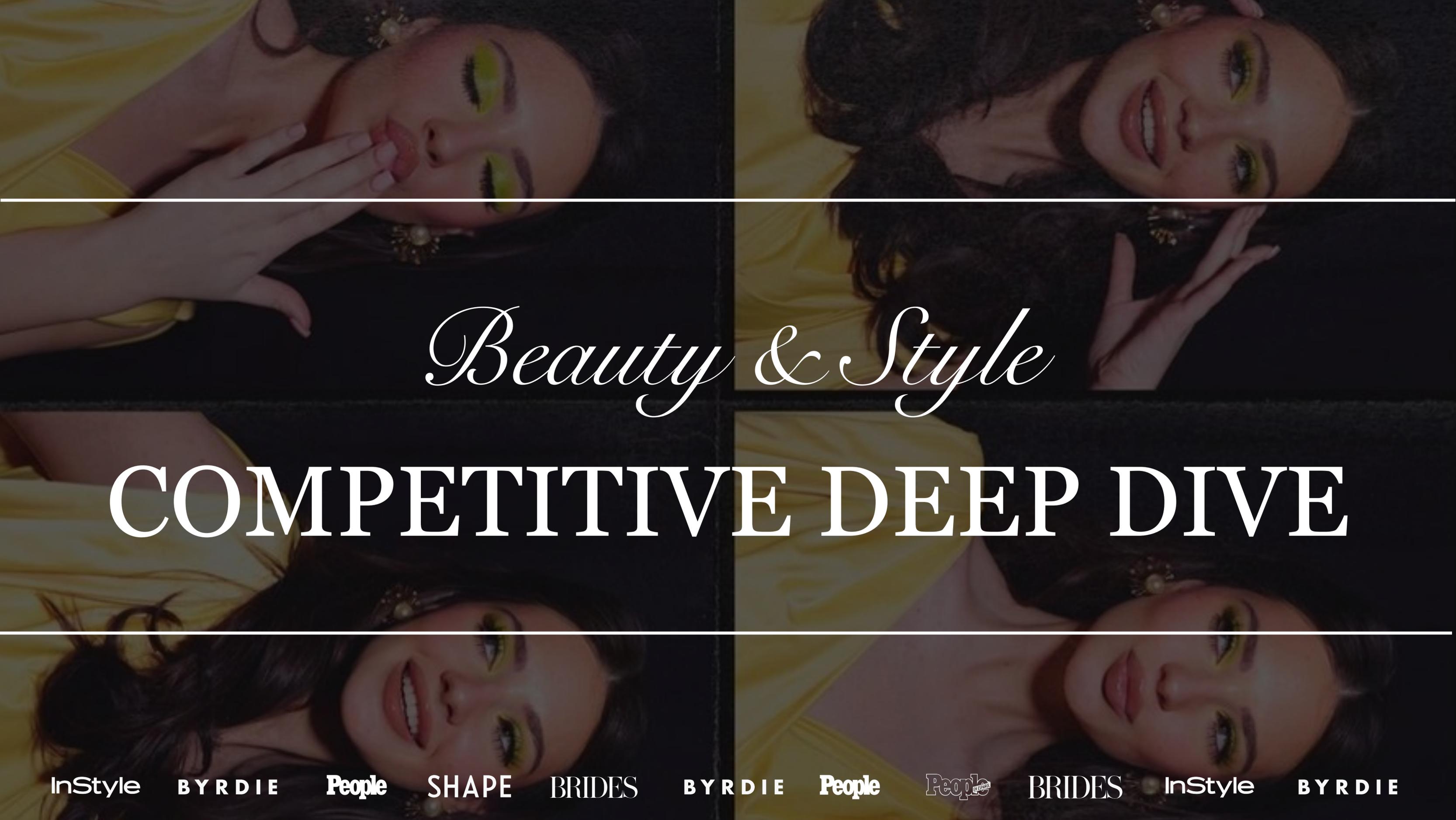
Heaven Mayhem
[@heavenmayhem](https://www.instagram.com/heavenmayhem)



Tank Air
[@tankair](https://www.instagram.com/tankair)



Mode Mischief
[@modemischiefstudios](https://www.instagram.com/modemischiefstudios)



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