



OF LEATHER AND LACE

*Curating Elegance in
Every Moment*



Of Leather & Lace

Of Leather and Lace is a fashion and travel blog based in NYC satiating the millennial woman's thirst for adventure, fashion, and all things feminine.

With a focus on the luxury lifestyle, Of Leather and Lace imparts invaluable advice on upcoming fashion trends, unique styling aesthetics, and discovering the latest luxury hotels and travel hot spots.

Of Leather and Lace is open to partnerships with brands who share the same love for luxury, indulgence, and femininity.

Tina Lee

Tina Lee is a rising digital influencer with an uncanny ability to retain an engaged audience. Tina has amassed a social following of over 100,000 monthly in just one year of launching her platforms. With a distinct eye for photography, styling, and creative direction, Tina has partnered with esteemed brands like Shopbop, Shangri-La, W Hotels, and more.

CONTACT

E-MAIL

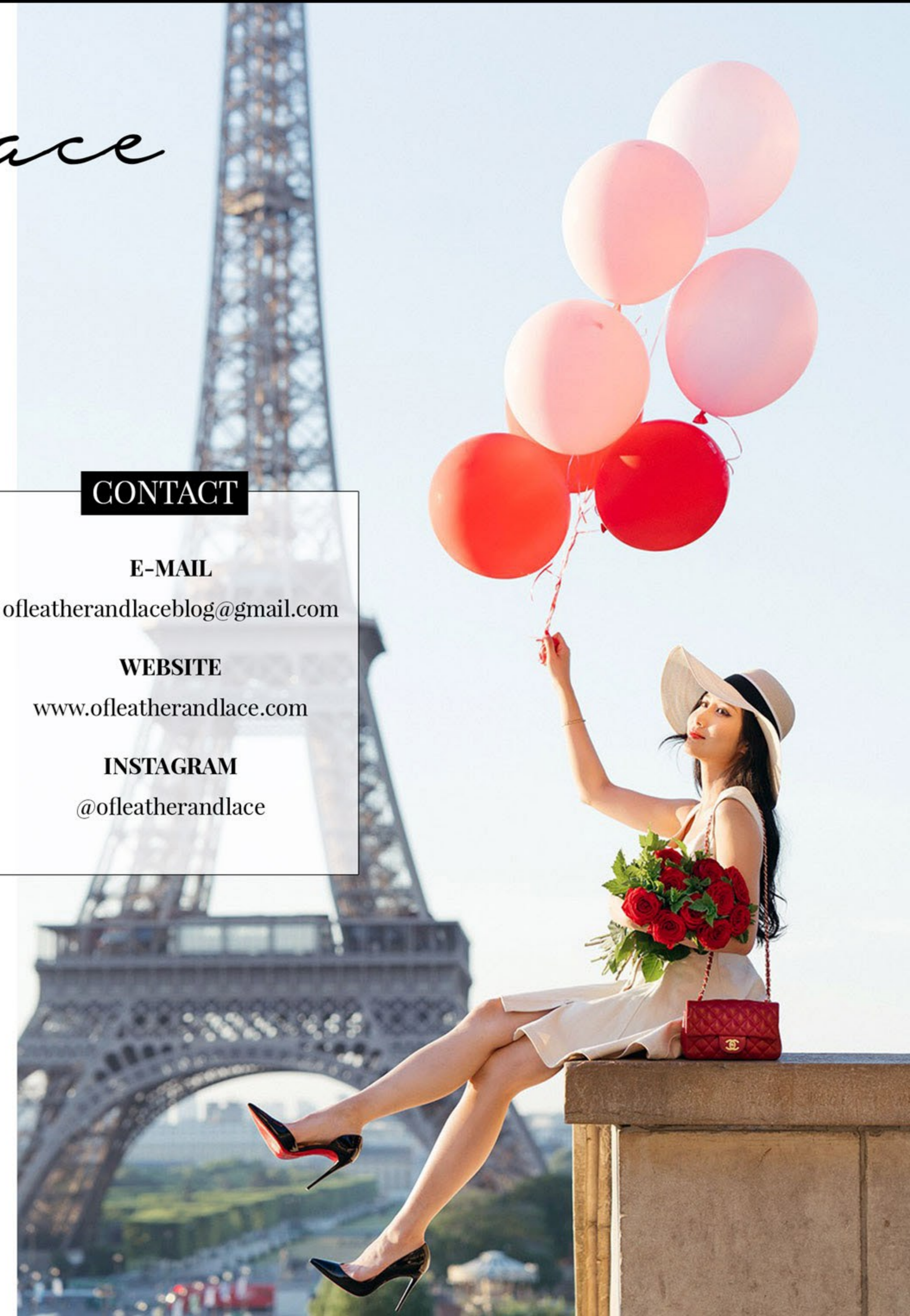
ofleatherandlaceblog@gmail.com

WEBSITE

www.ofleatherandlace.com

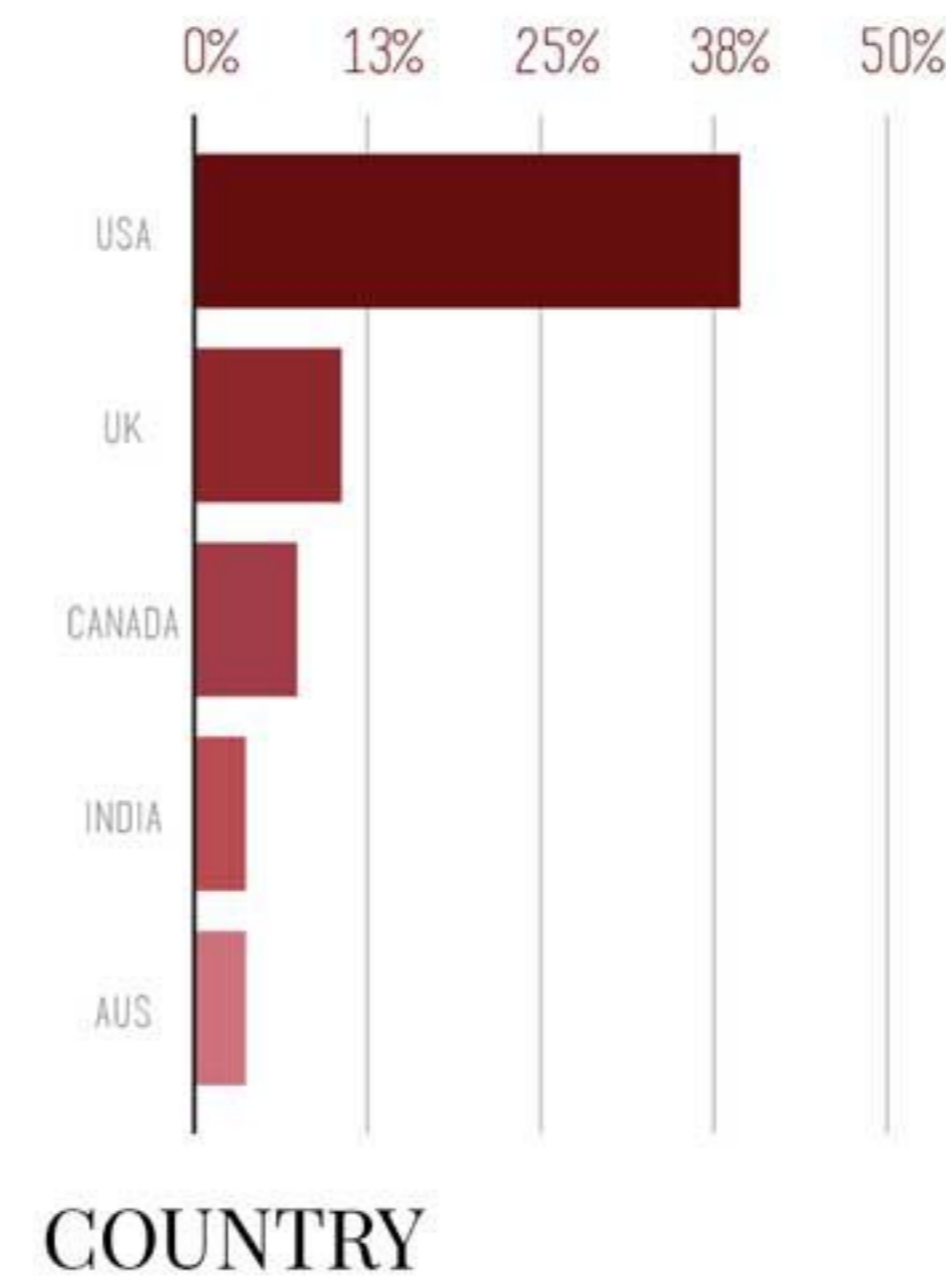
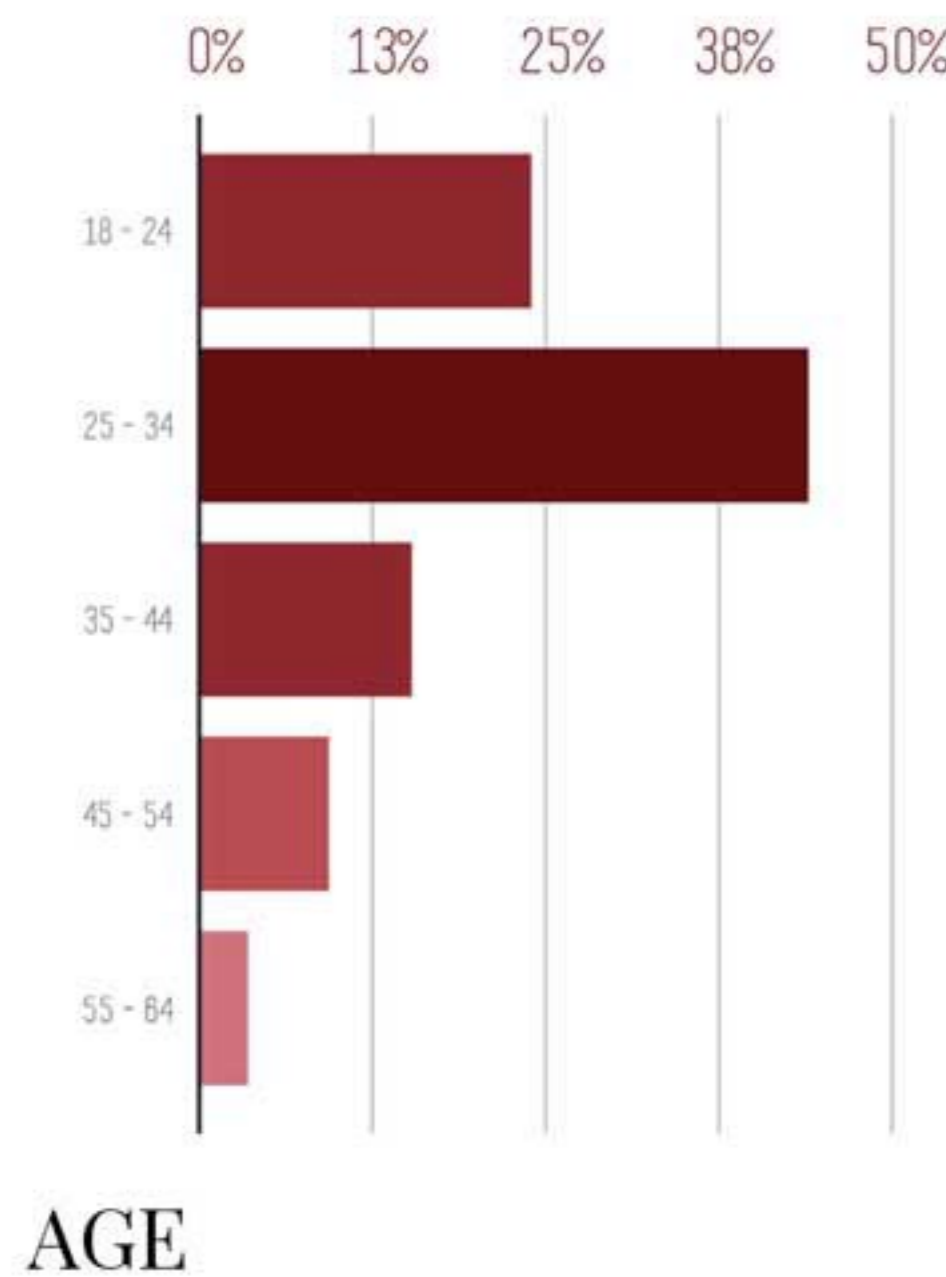
INSTAGRAM

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



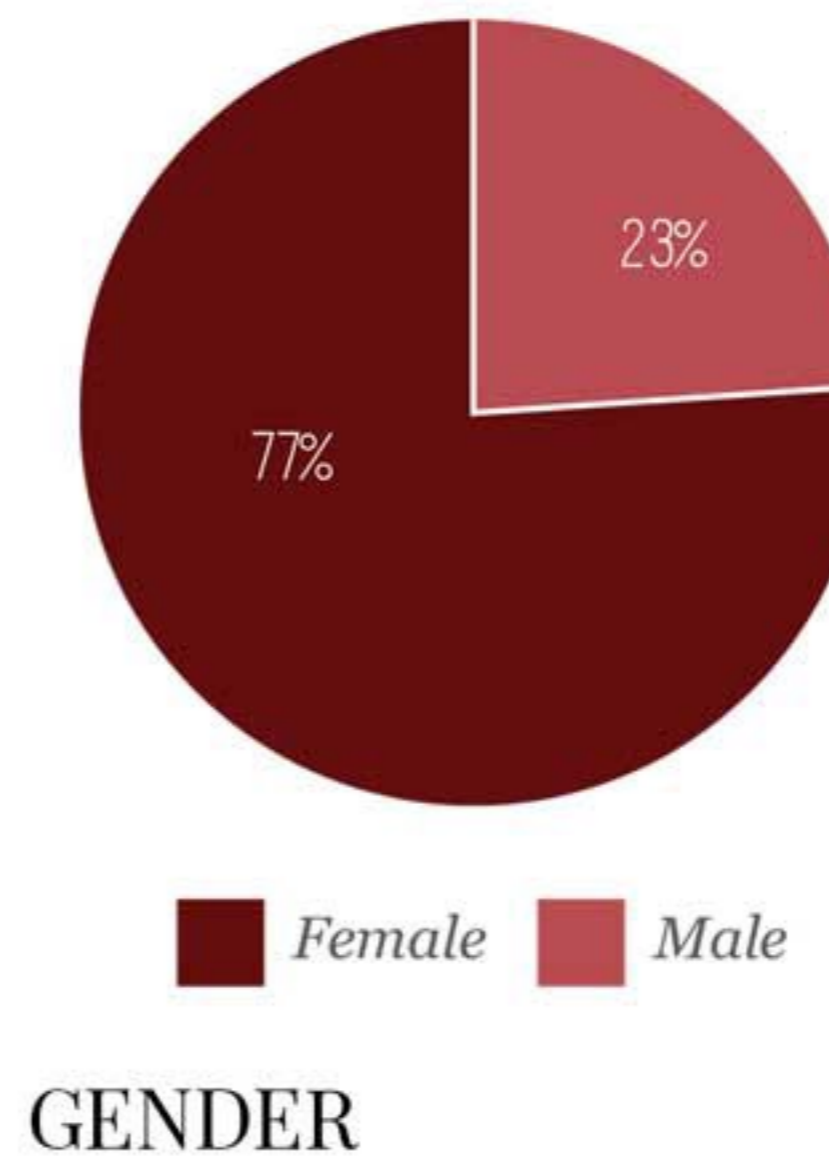
THE OLAL READER

We understand what it takes to connect with a refined, fashion-conscious audience - and we're fully capable of creating content that resonates with our readers across multiple platforms. Our audience is comprised of working women between ages 25-34 who turn to social media and technology for moments of inspiration.



"Your feed is amazing and one of the best I have seen. I love every single photo."

- @tinygirltobigworld



WHAT THE READERS SAY

"I love your creations!! So glamorous & pretty and you are so creative!!"

- @viv_li

"I follow you since a year and I love all your beautiful photos, videos, all the exciting trips, food, coffee and cocktails you try. Thanks for this wonderful cyber experience you take me to! :)"

- @tasty.n.ph

"...it goes without saying, your photos are AMAZING! Our hotel is very happy about the exposure you did for us."

- W Shanghai

"You are my total inspiration and motivation in life. Working hard towards that goal"

- @ooochau

"Love your feed! I've been following you for a while and amazing to see how much you've grown. You're an inspiration!"

- @thewanderlover

LET'S TALK NUMBERS

The ever-evolving nature of modern media requires an intuitive, social-first approach in order to engage the short attention spans of audiences. Of Leather and Lace has a proven ability to retain a loyal audience, amassing a combined social following of over 100,000 in a little over a year.



SOCIAL MEDIA



160,000+ followers

5.6% engagement rate (average per post)

37% reach rate (average per post)

5M monthly impressions



2700+ followers

500k monthly viewers



1100+ followers



5800+ followers



4300+ followers

WEBSITE ANALYTICS (11/2018-12/2018)

Monthly Page Views 33,000+

Monthly Sessions 11,000+

Bounce Rate 2.75%

PARTNERS

Of Leather and Lace prides itself on quality content, authentic engagement, and professionalism. As a result, we've landed premier partnerships with some of the most respected brands in the fashion and lifestyle industries. You can be sure our deliverables are authentic, engaging, and unique.



THE RITZ-CARLTON



HOTELS

FEATURED IN

Cosmopolitan


"139 Jaw-Dropping Street Style Photos from New York Fashion Week"

Museum Volkenkunde

Great Wave Off Kanagawa Dress on display at Museum Volkenkunde during the "Cool Japan" Exhibition (4/14/17 - 10/29/17)

LIST OF SERVICES


- Curated blog article + images*
- Social media post + images*
- Catalogue/Lookbook shoot*
- Brand Ambassadorship*
- Meetup Host*
- Instagram Takeover*
- Trend Consulting*
- Styling*



Dress: Alena Akhmadullina, Spring/summer 2016.
Photo: Donhoa Tran (www.ofleatherandlace.com)
www.ofleatherandlace.com

For the complete blog of Tina Lee click here:
<http://www.ofleatherandlace.com/tina-travels-5-things-to-do-in-asakusa-tokyo/>

Download JPEG (3.31 MB)



BEZOEKADRES
Steenstraat 1, Leiden

OPENINGSTIJDEN
Dinsdag tot en met zondag
10 - 17 uur

CONTACT
info@volkenkunde.nl
+31 (0)88 0042800

Elevating everyday style with a penchant for luxe shoes, lingerie, and all things leather and lace.

Of Leather and Lace is the embodiment of feminine style which is often described as classy, elegant, and occasionally cool.



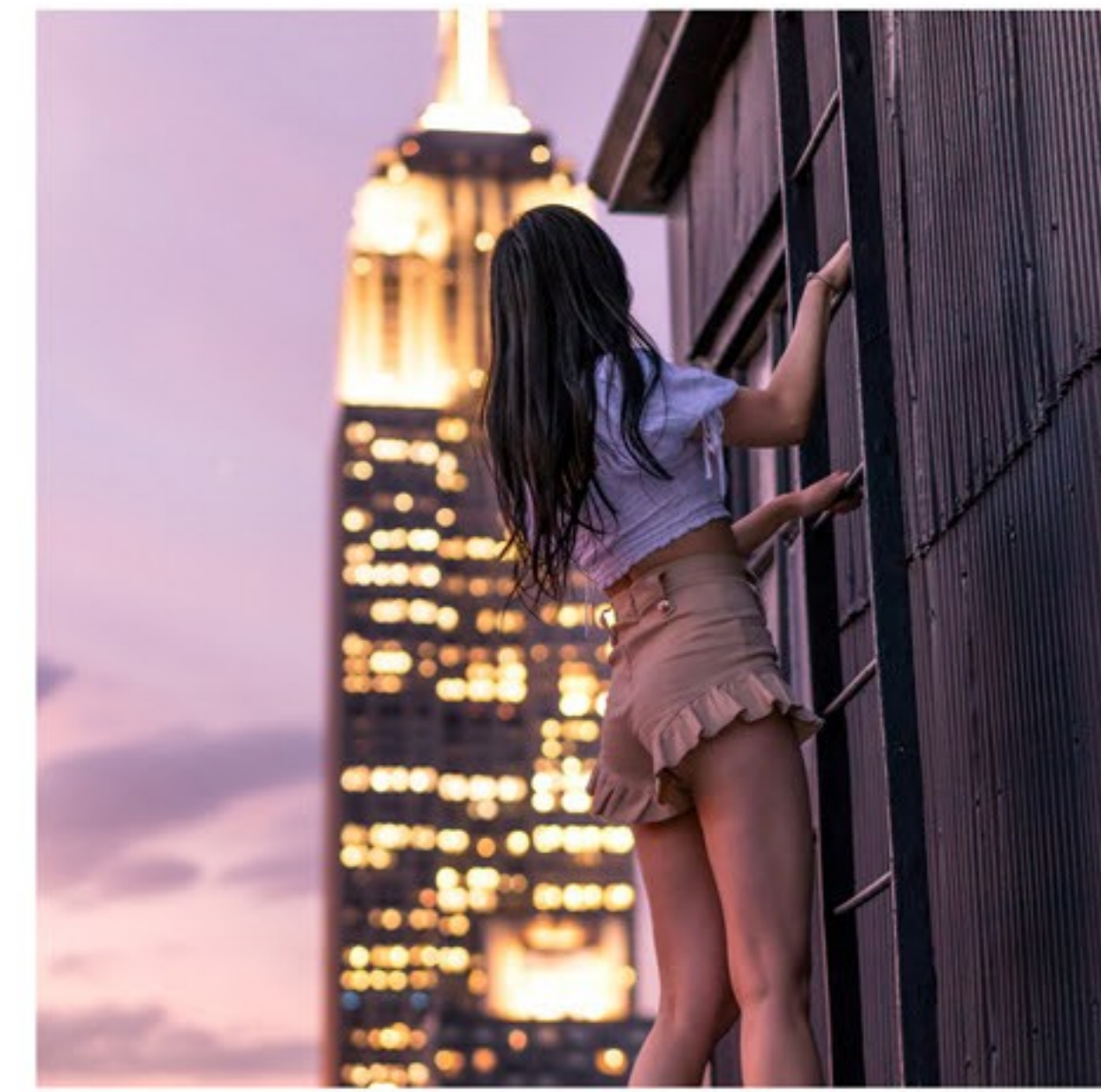
STREET STYLE



We love captivating the imagination of our audience by taking them on a journey far from the banalities of daily life - and sharing curated, intimate adventures from across the globe. Our signature shots are luxury hotels with the best views.

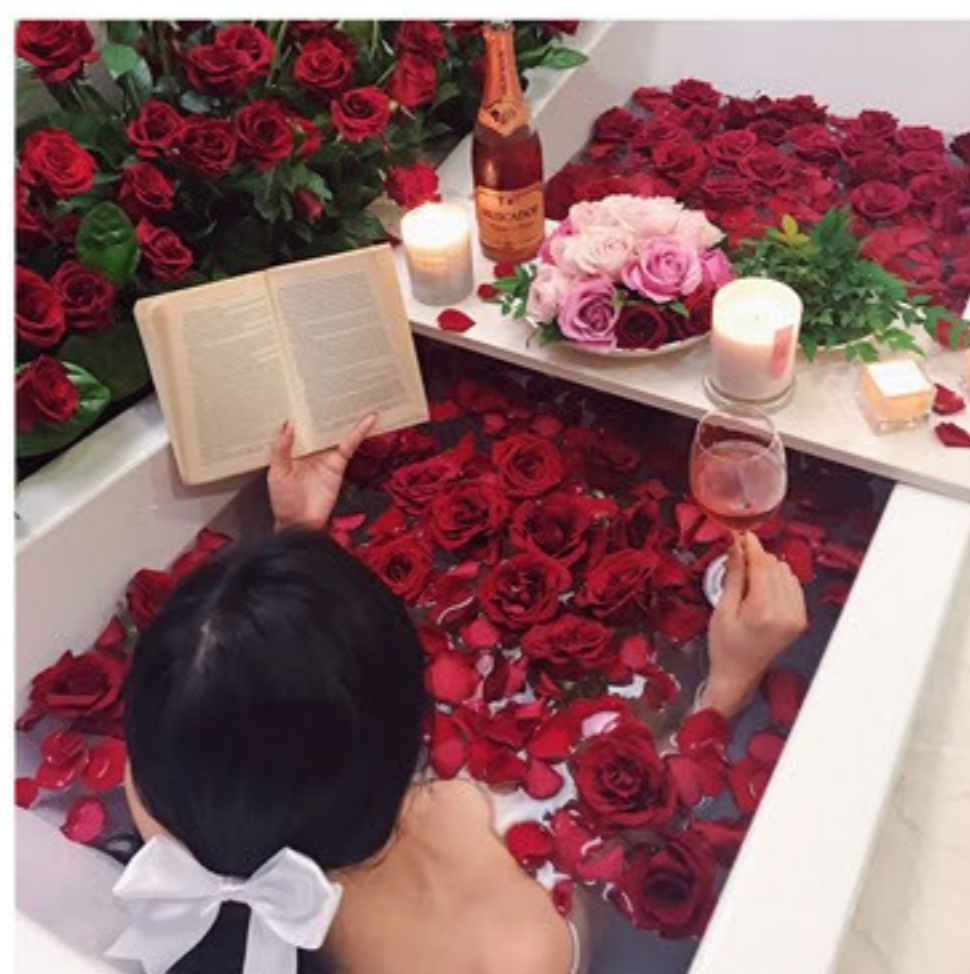


TRAVEL GOALS



CURATED MOMENTS

Curating moments of elegance in the bustle of every day. We're best known for highlighting the deeply sought after luxuries in life.



Thank You

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