

façon
mode | méthode | fashion | trend

FACON MAGAZINE EDITORIAL OVERVIEWS

FAÇON MAGAZINE OVERVIEW

COVER STORY:



Featuring a successful and inspiring woman who has an interesting story to tell. A Façon cover girl is beautiful on the inside and out. Façon shoots an 11-page editorial and includes a 1200-word profile.

FASHION EDITORIALS X 2 (WOMEN'S):



11-page fashion editorial featuring local, national and international brands available to shop in Newcastle.

FASHION EDITORIAL X 1 (MEN'S):



9-page fashion editorial featuring local, national and international brands available to shop in Newcastle.

LUXE FEATURES

LUXE PROFILE:

A glimpse into the lives and wardrobes of Newcastle's most stylish. Q&A-style interview accompanied with images of their favourite items from within their home. (7 pages)



LUXE EXPERIENCE:

A review of a luxe experience from the Newcastle/Hunter region. Images shot by Façon so personalised to the story. (4 pages)



LUXE ESCAPE:

Guest edited by an influencer who lives or frequents the area. The editorial includes what to do, where to stay, where to eat/drink and where to shop. Images sourced by Façon from venues. (5 pages)



LUXE WINE AND DINE:

A bar or restaurant review of a venue from the Newcastle/Hunter region. (3 pages)



BEAUTE:



Beauty editorial: Four-page beauty editorial showcasing the latest makeup/beauty trend and how to get the look.

Hair editorial: Five-page editorial showcasing the latest hair trend and how to get the look.

Beauty Q&A: One-page Q&A style interview with an industry expert.

Beauty flatlay: Double-page spread of flatlay products.

ACCESSOIRES:



Accessories editorial: Five-page accessories shoot featuring a specific trend or product.

ADVERTORIAL:



Six-page advertorial