



BEAUTY ACROSS AMERICA

BY AWESOMENESSTV - SPRING 2015

TAKE THE TRIP WITH US...

SIZZLE

FROM THE OPEN ROAD TO THE CITY...

WE'LL BE MEETING
NEW FRIENDS
& SHARING STYLES
& STORIES



THE SHOW

From the west coast to the east—from up north to down south...we'll cover this great nation in search of the latest looks and those fantastic fashionistas—yet to be discovered.



From tiny towns to sizzling cities we'll salute the girls who bring it the best...

Scouting the sassy and sweet, the bold and bright...we'll seek signature styles that make girls feel fabulous.



THE PROGRAM

Forging new ground, we'll create exclusive capsule collections that capture the spirit of four great cities. Informed by the girls we meet—their streets, towns, cities—we'll curate rotational ranges that tell their style stories.

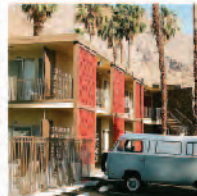
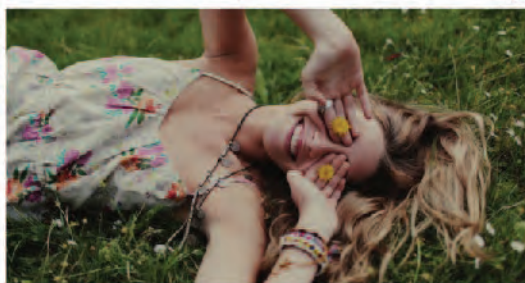
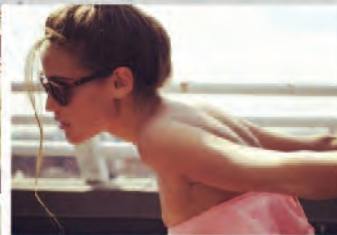


With the first-ever opportunity to tie virtual to viral to in-store, Beauty Across America not only delivers fashion...but the next frontier.





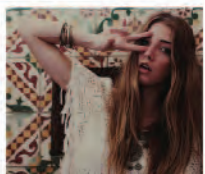
ROOMS
VACANCY



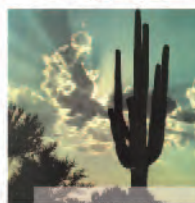
PinkCloud
MOTEL
VACANCY



IN THE END,
WE ONLY
REGRET
THE CHANCES
WE DIDN'T
TAKE.



LOS
ANGELES



PICTURE THIS

Days that stretch on forever...moments that meander. The cellophane shade of sunsets and the blissed out beauty all around. The ultimate road trip--shoes on the dash, dappled sunshine...and nothing to do but dream. This nostalgic lens is the most dominant lifestyle trend for teens...and our anchor for this program

HOW IT WORKS

The Beauty Across America program launches at retail in Spring 2015. Each capsule collection is anchored by a signature city who's style ties well with the season. Here's an initial snapshot:



MIAMI



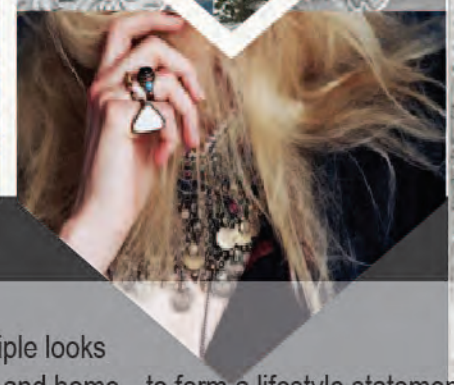
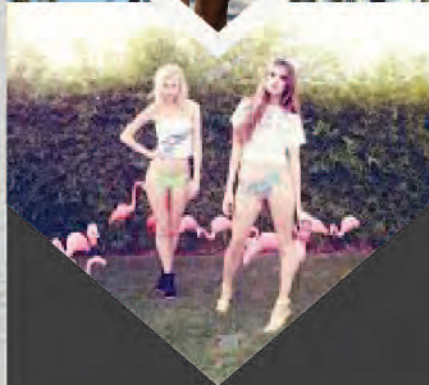
DALLAS



DETROIT



DENVER



IN EACH CITY STYLE SHOWCASE

- Items range from-basics to sizzle—easily mixing for multiple looks
- Product expands beyond apparel to accessories, beauty and home—to form a lifestyle statement
- Sourcing can leverage Licensed or DTR model

BENEFITS

TOGETHER WE WILL:

- Create an integrated content experience—where product is driven through virtual storytelling
- Harness the powerful macro trend of wanderlust, escape and free-spiritedness
- Capture the hearts of girls across the country by giving them a platform for expression
- Drive retail momentum and frequency with a strong over-arching program with seasonal capsules
- Affirm the message of community by weaving in a city-by-city means of giving back



A day long event at KOHL'S stores parking lot in identified markets

Event includes:

- KOHL'S consumer mini-makeovers by BxA talent using pre-selected
- KOHL'S product that identifies the cities style
- Makeover reveal ala runway show with professional photography
- Partner with The Salvation Army to drive consumers to donate clothes during events
- Donations are rewarded with KOHL'S cash
- Bring Polaroid Fotobar for makeover photo prints as "GWT" (gift with tag)



CHECK IN CHALLENGE

Partner with 4 Square and create a BxA badge for frequent check in at KOHL's stores during promo timing

- Check-in and tag #BxA for a chance to have the BxA crew come to your town and earn KOHL's cash
- Person with the most check-in's to KOHL's wins your town makeover



ROAD TRIP STORIES

Create a KOHL'S fashion lookbook using Snap-chat stories

- BxA crew create stories on the road to KOHL's retail event cities
- Photos will feature BxA crew wearing KOHL's Product
- Encourage consumers to upload their BxA Road Trip stories



ROAD TRIP TIME LAPSE

Snap-chat story can be viewed on AwesomenessTV via a Time-lapse video with shoppable links

