

Inspired by the Downtown Miami Lux Life!

A wide-angle photograph of the Miami skyline, featuring numerous skyscrapers and buildings along the coast. The sky is a deep blue with scattered white clouds. The water in the foreground is a calm, dark blue. Overlaid on the center of the image is the text 'WELCOME TO MIAMI'S FAIRYTALE WORLD OF FASHION' in a bold, white, sans-serif font with a slight drop shadow.

**WELCOME TO MIAMI'S  
FAIRYTALE WORLD OF FASHION**

**SHOP. EAT. PARTY. SLEEP?**

**[STYLEWISE.TV/SHOWPREVIEW](http://STYLEWISE.TV/SHOWPREVIEW)**



**The video content preview includes flashes of:** Patrick Demarchelier, Fashion Photographer • Melania Trump, Model  
Donald Trump, Reality TV Star • Phillip Block, NYC Celebrity Stylist • Lady Red, Hairstylist • Ellen Barkin, Smokin Hot Film Star  
Dennis Rodman, Party Animal • Catherine Zeta Jones, of Elizabeth Arden • May Anderson, Super Model • Lil Kim, Rap Diva  
Pam Anderson, Peta Activist • Eva Longoria, Actress • Deepak Chopra, Spiritual Guru • Jay Z & Beyonce, Recording Artists  
Evalicious, Model DJ • Uma Thurman, Late Arrival

# FIRST THE TV SHOW

THEN COMES THE REST OF THE CONTENT MARKETING

The **StyleWise** TV show is smart, engaging and entertaining fashion related content for pastime and pursuit. The TV show will lead the charge in producing hours of original content to populate the most updated fashion site in Miami. From the city of vice comes culturally charged contemporary style news, fashion tips, beauty hints, model talk and fashion events. Watch the StyleWise content preview here..

## A NEW ERA HAS BEGUN

The time is now for Downtown Miami to become a center for innovative media. We will harness the power of abundance. The StyleWise team consists of creative people who live and work in Downtown Miami creating a movement about a place they love. Our style is modern, fast moving and edgy.

## DISTRIBUTION AND CONTENT FLOW

The TV show leads to regular and fresh content resampled for website updates. Social media posts via Snapchat, Instagram, Twitter and Facebook attract followers and also provide a source of organic content. Soon a monthly newsletter will roll out featuring the "news" contained within the content distribution channels. Video content will be resampled on You Tube, Vimeo and Apple iTunes for clickable and trackable brand sponsored content.

## ADDITIONAL INTEGRATED PROGRAMS

**StyleWise DIRECTORY** - Our insiders eye presents the best shops, restaurants, clubs, spas, and hotels putting it all in an easy-to use online source.

**StyleWise FASHION WATCH** - Get your daily fashion fix! We provide a daily email with the freshest fashion and style news the internet has to offer. Give us your 411 and check your in box everyday.

**StyleWise MOBILE** - Available on all mobile devices distributing wallpapers, videos, and mobile shopping coupons and guides. We are creating a new database of consumers converting them into a mobile marketing channel and leveraging customer access via the personal and direct nature of the mobile device.

**StyleWise FASHION LOUNGE** - Our special events to be hosted at Downtown Miami venues are structured to showcase various brands and encourage interaction amongst themselves as well as with consumers.

## SHOW SEGMENTS

RUNNING TIME IS 26 MINUTES PRODUCED ONCE A MONTH

- FASHION TIPS
- BEAUTY HINTS
- MODEL TALK
- MUSIC FEATURE
- DOWNTOWN MIAMI COMMUNIQUEs
- SPECIAL EVENTS
- SOCIAL MEDIA REVIEW

### TARGETED DEMOGRAPHIC PROFILE

Age Group - 16 to 50  
Male - 30%, Female - 70%  
Median Age - 27 - 35  
Graduated College - 80%  
Professional/Managerial - 60%  
Average Income - \$80,000 to \$150,000

### WEBSITE UPDATE FREQUENCY

Daily and Weekly Updates to Social Media Posts, Blogs, Videos and iTunes

The StyleWise RSS feed is recognized by Google as a reliable source for fashion related content. Other RSS search engine driven traffic from MSN, InfoSpace, Yahoo and AOL.

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## VIDEO STILLS

FROM THE TV SHOW CONTENT PREVIEW

