



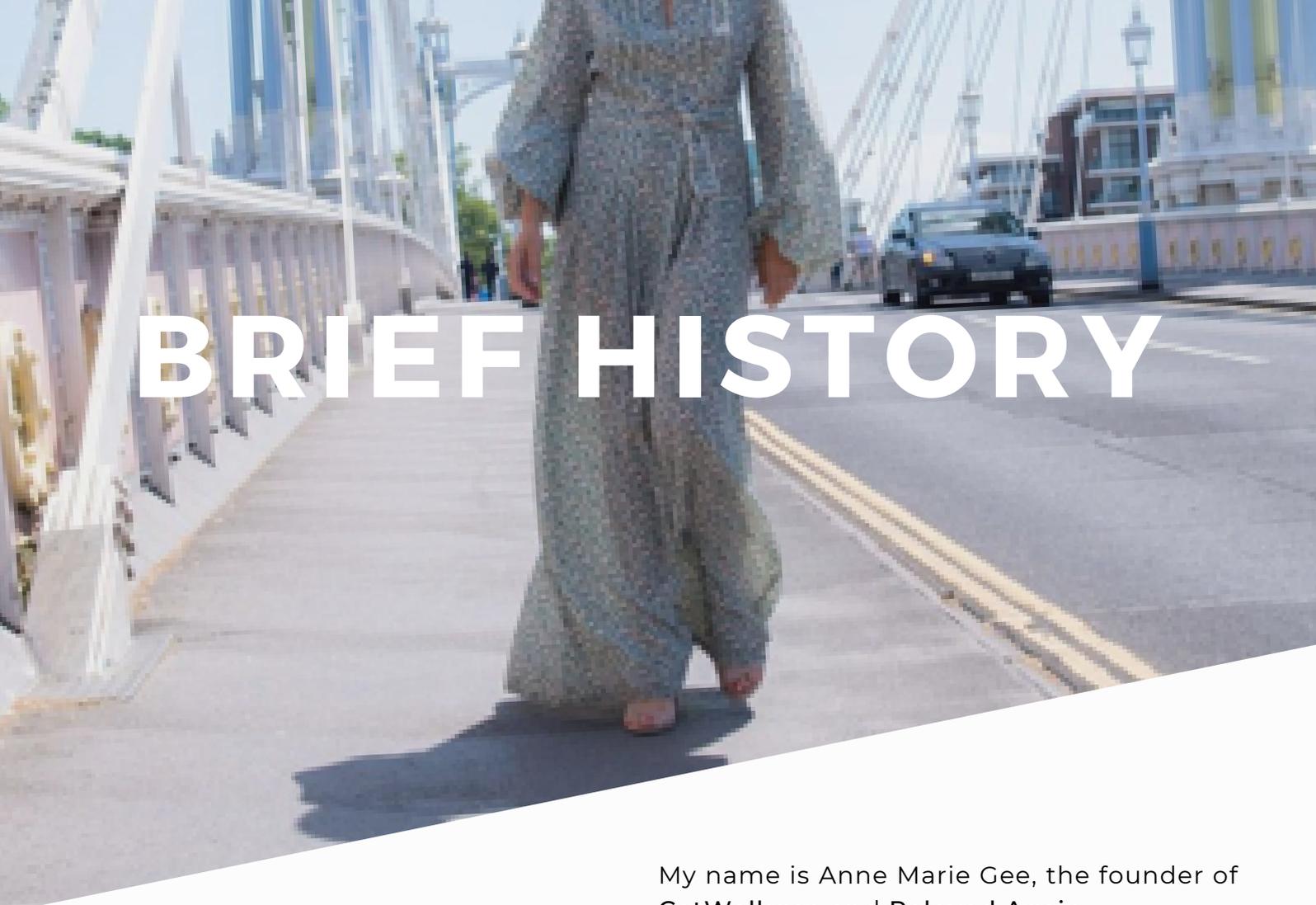
CATWALKGEE

MARKETING
REPORT
2020

PREPARED BY

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BRIEF HISTORY

**ONE OF
LONDON'S
LEADING FASHION
& LIFESTYLE
BLOGS AND
PRELOVED
SELLERS**

My name is Anne Marie Gee, the founder of CatWalkgee and Reloved Again.

Originally from Dublin, I worked in Finance until my late thirties. It was then that I had my two children and decided to change direction.

I started my blog, originally called CatwalkSchoolgates, as a direct result of my own keen interest in fashion. Blogs fast became my daily reading material but I found that the vast majority neglected the interests of those aged over 35 and featured clothing more suited to a younger audience.

I also used to gorge myself on throwaway fashion, yet was always left with little to wear! I've always admired and appreciated designer fashion but never had the budget to fully indulge! For this reason *I became an advocate for selling before buying and then for buying better, often preloved, so I created my own online shop, Reloved Again.*

ABOUT

VISION

Through wanting to evolve my sense of style, keeping a realistic approach and not wanting to spend hours on the high street, I discovered *the advantage of buying preloved*. I don't want to spend the price of a small car on my wardrobe, and since starting Reloved Again, I have found that many women are in exactly the same boat as me. It is for this reason that I think my blog and shop has become so successful.

Having started my blog in May 2014, I am now hugely excited to have launched a new platform for my blog and online shop in 2020. The big difference between my blog and more traditional fashion blogs is that I only write about pieces, products, services and experiences that I have bought or used myself.

MISSION

- *To help our readers find the most sought after pieces...for less.*
- *Demonstrate a new perspective on how to shop better, introducing new brands that are under the radar.*

All of the items for sale on my shop are either from my many hundreds of selling clients, my lovely readers or even from my own wardrobe. I *regularly feature edits on the best places to find designer pieces on a budget*. Clients can also sell, or shop, with us through the online shop on my website.



BRAND POSITION

With a 360 degree marketing plan we reach customers at all possible points of contact. This enables us to maximize the chances of finding new potential clientele and engaging them in a wide variety of methods. We have built our business without relying on sponsorship, freebies or other bloggers. This has led to a loyal base of readers who trust the brands that we recommend.

With the current Covid-19 pandemic and the inability to go to physical shops, consumers are more reliant than ever on online shopping. We at CatWalkgee want to support their decision making by offering independent and sensible advice on brands and products.

We promote clearing and selling first and our mantra is "**buy once, buy right**". We are therefore uniquely placed to promote a sustainable marketplace in a world of cheap and unsustainable fast fashion.

**360°
&
SUSTAINABILITY**

COMPETITORS

No other site can compete with Reloved Again for value for money, especially in terms of quality vs. price.





SOCIAL MEDIA

@CATWALKGEE
&
@RELOVEDAGAIN





WEBSITE

MARKETING HIGHLIGHTS FOR 2020

Website traffic increase vs. 2019
48.8%

Annual unique visitors
65,012

Annual page views
1,217,415

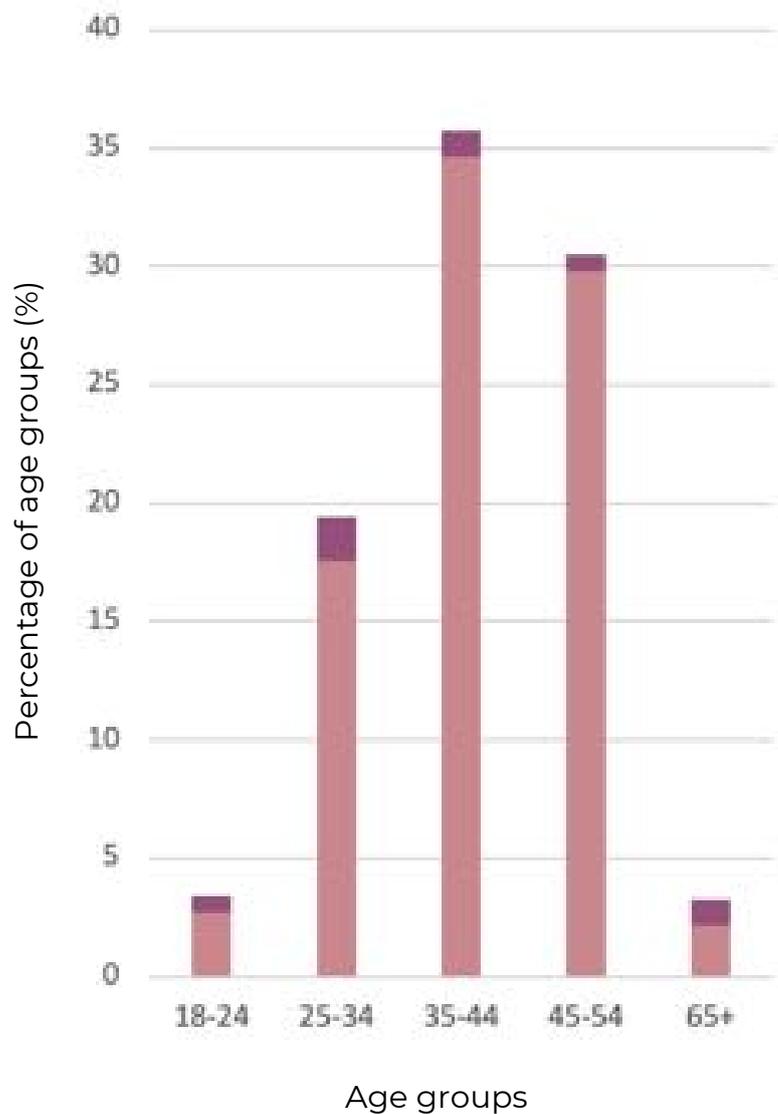
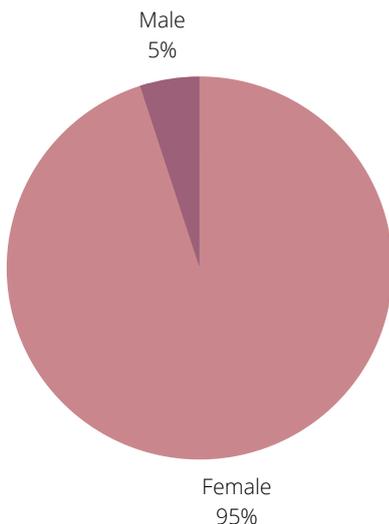
Social media conversion rate
53.6%

Blog Subscribers
2,230

AUDIENCE

OUR CLIENTS AND CUSTOMERS ARE HIGH-END CONSUMERS, SHREWD READERS AND FASHION INDUSTRY PROFESSIONALS

Relying on our advice, customer service and returns policy, we sell our products to all corners of the World. However, the majority of our customers are based in the UK & Ireland.



SERVICES



- **ONLINE SALES**

Through our online shop Reloved Again

- **REVIEWS**

How and where to shop for preloved fashion & exciting new designers worth the investment

- **LIFESTYLE PIECES**

Including interiors, restaurant reviews, gifts, travel & tech

- **SKINCARE ADVICE**

Top beauty products and treatment recommendation

- **GUEST SPEAKING & EVENT HOSTING**

Coming in 2021 once social distancing rules are relaxed

TESTIMONIALS

SARAH MCLAUGHLIN

"Buy from Anne Marie at Reloved Again in confidence. Excellent pieces great value for money. Have been shopping with Anne Marie for quite some time. Purchased so many beautiful items. They always let you return if you don't want the piece!"

CARLY STUBBINS

"I have bought many items from Reloved Again and I have never been disappointed. Anne Marie is so passionate about giving her customers the best experience. From the videos she does showing the items and her ideas on how to style them to the speed in which she ships the items out. Buying preloved enables me to purchase labels I wouldn't always have the disposable income to afford, so this way I get my designer fix and also feel I am doing my bit to help the environment, buying things to treasure, and that last rather than throw away fashion. I always check out Reloved Again before I go to the regular highstreet stores."

SALIMA SAXTON

"I am an avid fashion fan, who always has a huge wish list on Net-a-Porter, but I don't have endless funds and I don't want to buy fads anymore. I've wasted money in the past on items I've seen in magazines or my favourite Influencers and they just weren't for me, but I convinced myself that they were perfect as they were expensive! Since buying and selling with Reloved Again, I've become a much cleverer and ecological fashion consumer. I now regularly clear my wardrobe and love that my items get picked up conveniently for me. I love watching Anne Marie selling my items on Insta live; she is brilliant at making people see how to wear things, and so my clothes always sell so speedily and for good prices. I also regularly buy from Reloved Again too as I've found the quality always to be totally on point. I've really changed my habits, and have just bought the LOEWE basket bag from my selling fund, rather than my old habits of buying for the sake of it. I am always trying to find a special item now, rather than buy disposable, huge quantities. I'm also much more concerned about fit, and whether it genuinely suits me. I think Covid has taught us all to slow down, and savour special moments, people and things, and I hope that Reloved Again, and the sister blog Catwalkgee, will go from strength to strength!"



PARTNERSHIP

WHAT'S NEXT FOR CATWALKGEE?

We are looking to partner with companies and brands, in the sectors below, that will be of interest to our audience

- Fashion
- Skincare & Beauty
- Interiors
- Art
- Travel
- Restaurants
- Health & Fitness
- Gifting
- Property & Holiday rentals

FEES

Quotes available on request



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