

B L O N D E

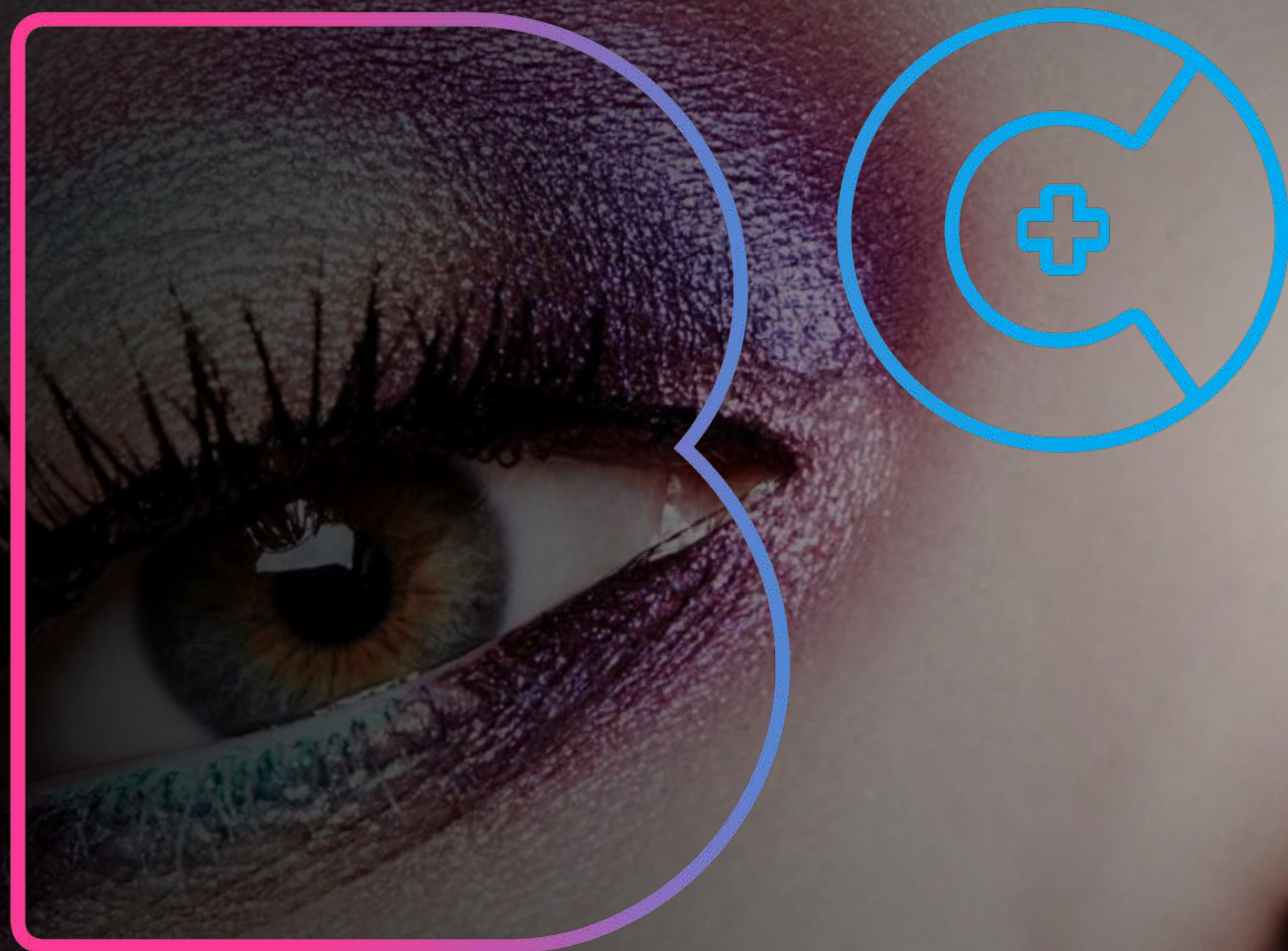
CREATIVE CONTENT HOUSE



Proprietary and confidential.

ABOUT BLONDE+CO





**BLONDE+CO PROVIDES
CONTENT STRATEGY +
CREATIVE SERVICES
TO BEAUTY, FASHION +
LIFESTYLE BRANDS.**

**WBENC NATIONALLY CERTIFIED
WOMEN'S OWNED BUSINESS.**





ABOUT BLONDE

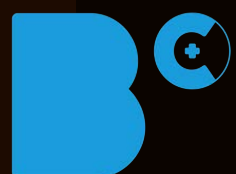
**BLONDE + CO IS A FULL-SERVICE, CREATIVE AGENCY,
PRODUCTION COMPANY & CONTENT HOUSE WITH IN-HOUSE POST-PRODUCTION, A
ROSTER OF TALENTED, DIVERSE AND EMERGING PHOTOGRAPHERS, DIRECTORS, AND
AGILE CONTENT MAKERS. IN THE HEART OF MANHATTAN'S CREATIVE DISTRICT.**





WHAT WE DO

**BLONDE+CO PROVIDES
CONTENT STRATEGY
CREATIVE SERVICES
CREATIVE PRODUCTION
TO BEAUTY, FASHION + LIFESTYLE BRANDS.**





DIVISIONS

CREATIVE AGENCY

PRODUCTION

POST-PRODUCTION

STUDIOS

ARTISTS

BLONDE CARES

A close-up, high-contrast photograph of a person's face, focusing on the eyes and hair. The hair is a vibrant teal color. The image is dark and moody, with the person's eyes looking directly at the camera. A horizontal bar with a green-to-orange gradient is positioned across the upper part of the face, containing the text 'OUR MISSION'.

OUR MISSION

**BLONDE+CO SEEKS TO
MAKE OUR WORLD MORE BEAUTIFUL,
BRINGING OUT THE BEAUTY IN BRANDS THROUGH
CONTENT AND STORYTELLING.**



WHY B+CO

1. EXPERIENCE IN VOLUMES

We have produced thousands of beauty videos and photo shoots.

2. BEAUTY IS OUR LIFE

We have vast experience in all aspects of beauty. Our CEO & CD are highly skilled (award winning) directors and our CD is a globally accomplished beauty photographer (and former hair and makeup artist).

3. AGILE

We know how to produce premium content with nimble crews.

4. SUPERIOR WORKFLOW

Our superior workflow allows for an efficient, easy, agile and clear collaboration.

5. CREATIVE & INNOVATIVE SOLUTIONISTS

We have creative, production and post-production capabilities in-house.
We see challenges as opportunities.





THE BLONDE DIFFERENCE

WE LIVE, BREATHE, AND LOVE BEAUTY AND BRING THIS PASSION TO EVERYTHING WE DO. THROUGH OUR UNIQUE COMBINATION OF BEAUTY EXPERIENCE, TECHNICAL INNOVATION, CREATIVITY AND PRODUCTION EXPERTISE, WE UNDERSTAND THE BUSINESS OF BEAUTY AND BRING THAT INSIGHT TO OUR WORK, MAKING SURE OUR CONTENT IS ALWAYS FOCUSED ON THE KEY QUESTIONS OF HOW TO ENGAGE AND REACH BEAUTY CONSUMERS, HOW TO EDUCATE, ENTERTAIN AND SELL.



SHU UEMURA
ART OF HAIR.

REDKEN
5TH AVENUE NYC

BECCA

L'ORÉAL PARIS

KÉRASTASE
PARIS

mē™


PUREOLOGY
serious colour care

MAYBELLINE
NEW YORK
MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

Kiehl's
SINCE 1851

Supergoop!

NATIONAL COALITION AGAINST DOMESTIC VIOLENCE
NCADV

GARNIER

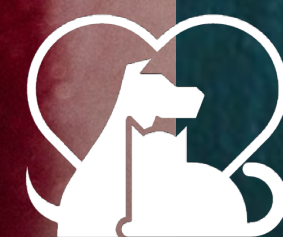
iluminage™

KRUPS

MOROCCANOIL
M

PALMER'S®

AVON
the company for women



PAWS NY
HELPING PEOPLE BY HELPING PETS

CND
Hands. Feet. Beauty.

MATRIX
IMAGINE ALL YOU CAN BE

LANCÔME
PARIS


Unilever

SKINCEUTICALS

T-fal

clarisonic

B^c

An aerial, high-angle photograph of a city street filled with yellow taxis. The taxis are arranged in lanes, moving in different directions. The image is darkened to serve as a background for the text.

WE ♥ NY

**BORN AND BASED IN THE HEART OF MANHATTAN,
WE ARE FUELED AND INSPIRED BY THE SPIRIT OF NYC.**

**OUR CENTRALLY LOCATED STUDIO IN NOMAD PROVIDES
A DYNAMIC ENVIRONMENT, A CONVENIENT PRODUCTION HUB,
AND FABULOUS ROOFTOP VIEWS.**



OUR CULTURE

WE ARE MORE FAMILY THAN WORK COLLEAGUES.

**WE ARE KID AND PET FRIENDLY AND OUR OFFICE IS OPEN PLAN.
FROM CEO TO INTERNS, WE ALL OPERATE TOGETHER — THIS SPEAKS
TO THE RELAXED HIERARCHY AND PERSONAL EMPOWERMENT AND A
SENSE OF OWNERSHIP — HAVING A STAKE IN THE SUCCESS AS A TEAM.**





WE CARE

WE ARE PASSIONATE INDIVIDUALS

We care deeply about equality, humanity, animals, and our beautiful planet.

WE ARE WBENC CERTIFIED

Our founder is on the board of Directors of PAWS NY, and actively supports projects around sustainability, conservation, environmental action, and animal rights.

BLONDE CARES HAS CREATED CAMPAIGNS FOR

the National Coalition Against Domestic Violence, UNHCR, Breast Cancer Hotline and Support Program, Panda and Turtle conservation and is currently working on a film TO Bring attention to the global POLLUTION of our oceans from single use plastic.



**THANK
YOU**

MAKING THE WORLD MORE BEAUTIFUL

BLONDEANDCO.COM / 34W 27TH ST 8TH FLOOR NY, NY.10001