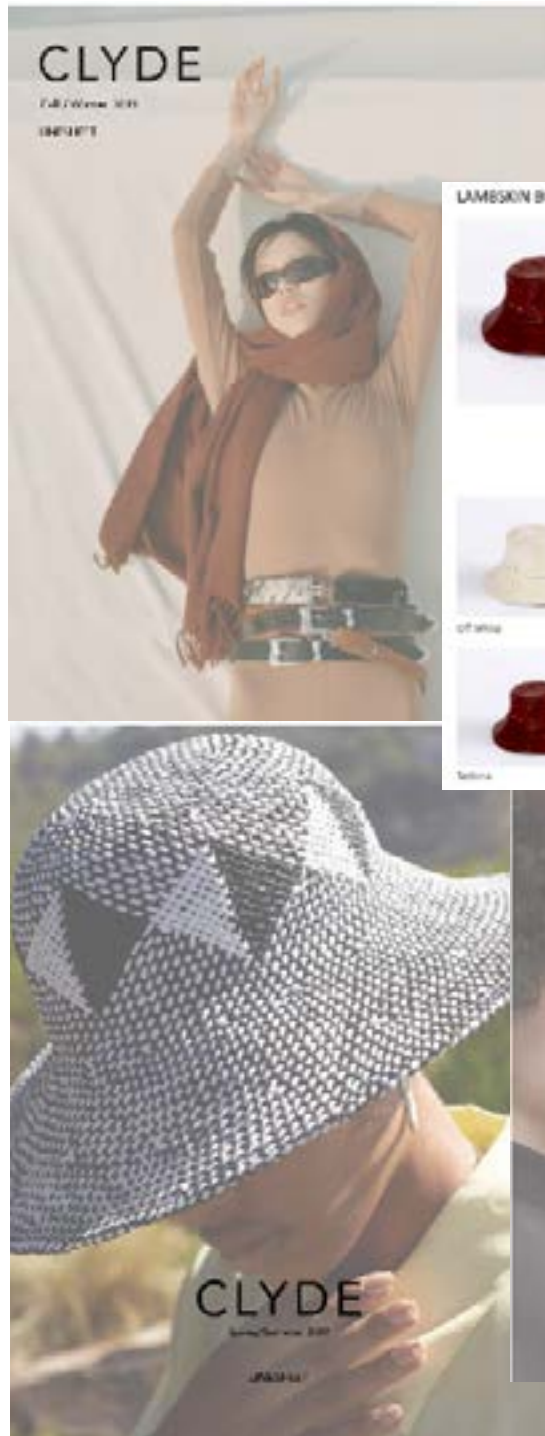


MEGA MEGA PROJECTS

ELIZABETH POWERS' INTERNSHIP

Portfolio



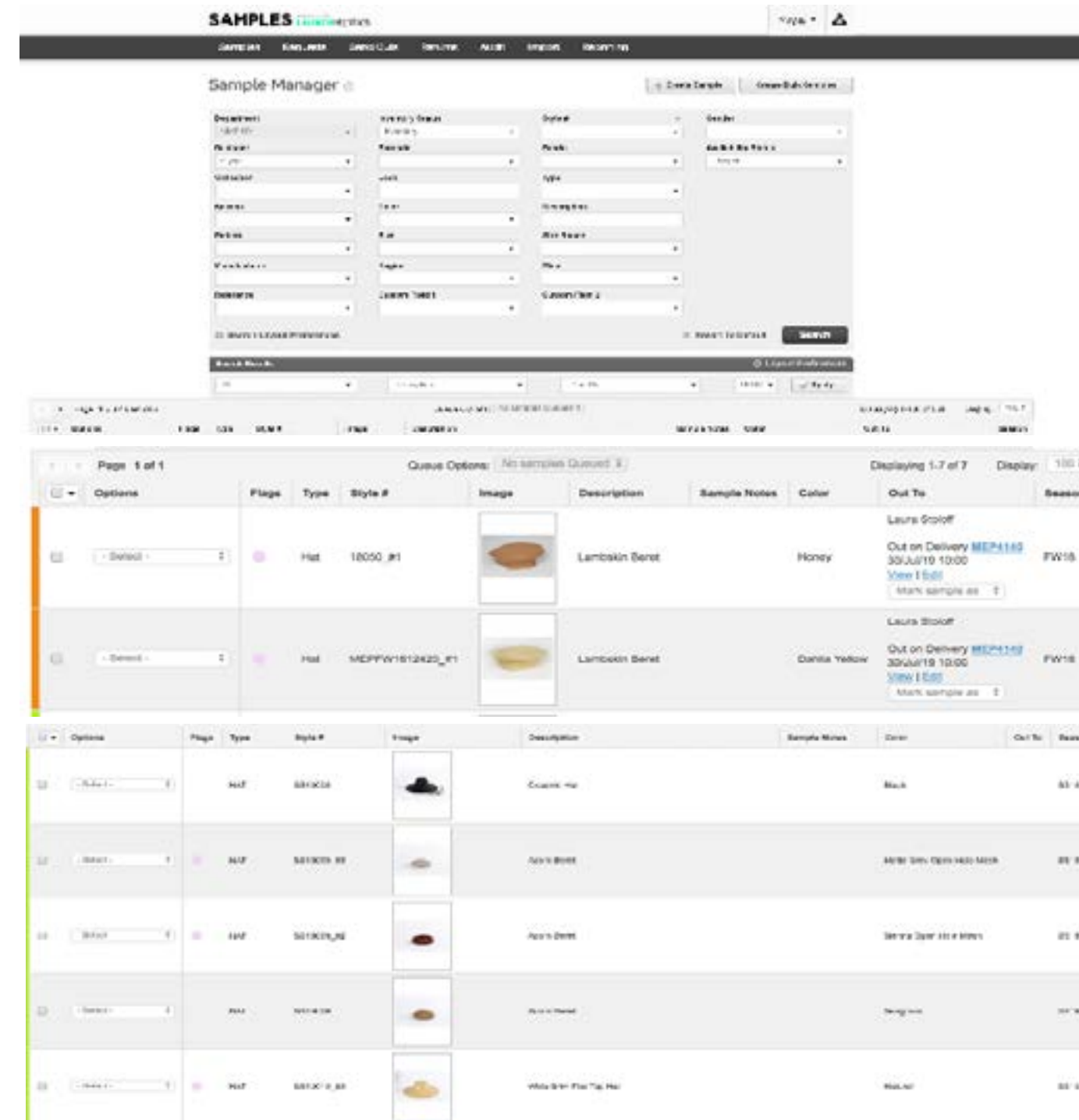
CLYDE INVENTORY AUDIT



Mega Mega has been representing the accessories label Clyde since SS15. I was tasked with completing an audit of all inventory in our showroom (SS15, FW15, SS16, FW16, SS17, FW17, SS18, FW18, SS19, FW19). During this audit I was able to familiarize myself with every collection. I also successfully completed the following:

- Properly differentiated between product styles & SKUs
- Recognized FW/SS trends within inventory and preferred selects from past loans to stylists
- Completed an audit of 4 years of inventory
- Updated fashion GPS to improve the accuracy and fluidity of product data
- Decreased 1500 digital samples down to 533 current samples from SS17-FW19
- Updated descriptions, SKUs and stock amount
- Organized samples on GPS with updated descriptions & SKUs as seen to the right

***Fashion GPS is a software used by most companies in the fashion industry, since I am no longer granted access I have taken screenshots demonstrating the updated invento-

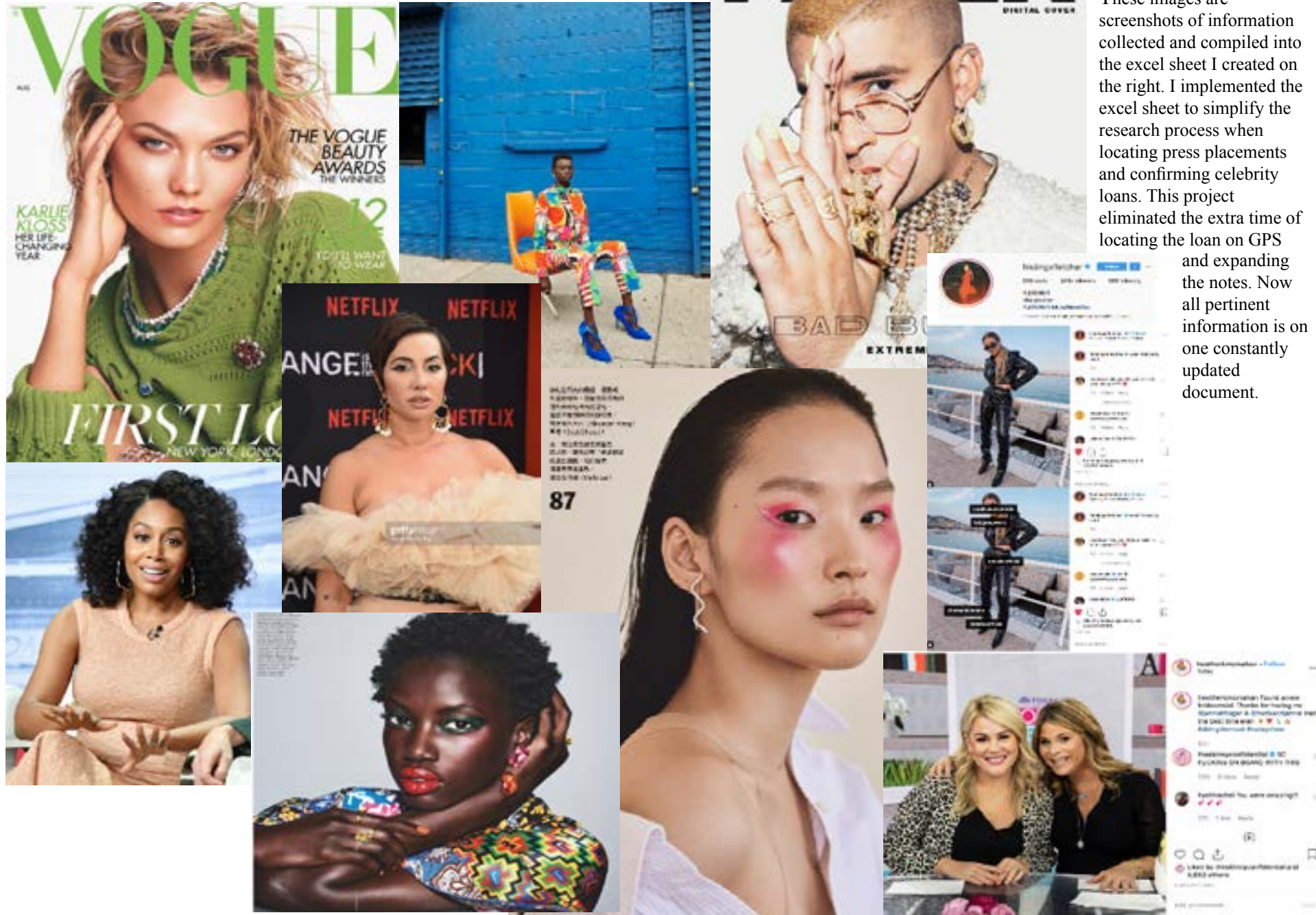


Top: Example of GPS automated search results for Clyde and number of samples reduced to 533.

Middle: Example of organized loans easily located through proper descriptions and style #

Bottom: Example of reorganized sample data available for loan to stylist for press use only.

PRESS & PR PROJECTS



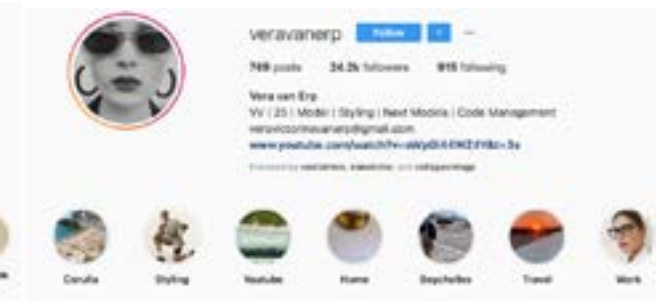
These images are screenshots of information collected and compiled into the excel sheet I created on the right. I implemented the excel sheet to simplify the research process when locating press placements and confirming celebrity loans. This project eliminated the extra time of locating the loan on GPS and expanding the notes. Now all pertinent information is on one constantly updated document.

MEGA MEGA PROJECTS 120 WALKER ST. LOFT 4B NEW YORK, NEW YORK 10013 212.219.3792		June 2019					
CELEB / PROJECT	STYLIST	BRANDS	EVENT	EVENT/PUBLICATION DATE	LOAN PERIOD	OVERDUE	RETURNED
BAMBA SWIM	Bamba Swim	Clyde	swim campaign	tbd			
HATCH	Linsay Grosswendt	multiple brands	campaign	tbd	July 22-24		
Bare Minerals + Bobbi Brown	Rebecca Dornett	multiple brands	campaign	tbd			YES
MOVIE BOND 25	Lizzie Donelan	Clyde	movie	TBD 2020			
Guarain Campaign	Angelina Jolie	Clyde					
MOVIE UNCUT GEMS	Jessica Zavala	Mindi Mond	movie	TBD 2020	25/Apr/19 - 01/May/19		YES
Lil Kim	Erik Ziemba	Via Savienne Clyde Queenie Cao	Girl's Cruise	July 15th, 2019	01/May/19- 09/May/19	YES	
Iiona Smet	Patti Wilson/Taylor Kim	Swati Dhanak Dudley van Dyke Lady Grey MANIAMANIA	NARS	TBD	20/Jun/19 - 26/Jun/19		YES
Arden Cho Music Video	Elena Lark	Lady Grey	Music Video	TBD	12/Apr/19 - 18/Apr/19		YES
Tei Shi Music Video	Kindall Almond	Clyde Marmari Queenie Cao Mondo Mondo Onirikka Via Lady Grey Mary Macgill double pearl drop earrings JLC Via Savienne	music video	TBD	27/Feb/19 - 05/Mar/19		YES
KURT	Amanda Lim		film		July 1		Partially
H.E.R	Wouri Vice	LG JLC Swati Silver Via Savienne Queenie Cao					
Katy Perry Music Video	Jamie Mizrahi	Lady Grey JLC Mary Macgill Rush	music video	TBD	27/Jun/19 - 09/Jul/19		
Andra Day	Wouri Vice	Lady Grey Swati Dhanak Queenie Cao Via Savienne	American Idol Performance		15/May/19 - 20/May/19		YES
Cari Fletcher	Chloe & Chanelle	Lady Grey	Instagram etc..		07/Jun/19 - 14/Jun/19		YES
Cassie	Tess Herbert	Clyde Mary Macgill Rush	Album Cover	TBD	29/May/19 - 31/May/19		YES
Dominique Morisseau	Chandra Moore	Lady Grey Swati Dhanak Onirikka JLC	Tony Awards & Cocktail Party	June 9th, 2019	03/Jun/19 - 11/Jun/19		YES
Halsey	Hattie Doolittle	Swati Dhanak Lady Grey Via Savienne	Songwriters Hall of Fame 50 Annual Induction Ceremony		13/Jun/19 - 14/Jun/19		YES
Indya Moore	Ian Bradley	Swati Dhanak Mindi Mond Rush	Elle Mag Cover Party		21/Jun/19 - 28/Jun/19		YES
Janelle Monae	Alexandra Mandelkorn	Mindi Mond Marmari Nora Kogan Iiona Orel	MET GALA	May 6th, 2019	30/Apr/19 - 08/May/19	YES	
Kelsey Lu	Otiwabakola Becky	Lady Grey Elizabeth Berdian	Performances at New Horizon	July 12th- 14th	11/Jul/19- 15/Jul/19	YES	YES

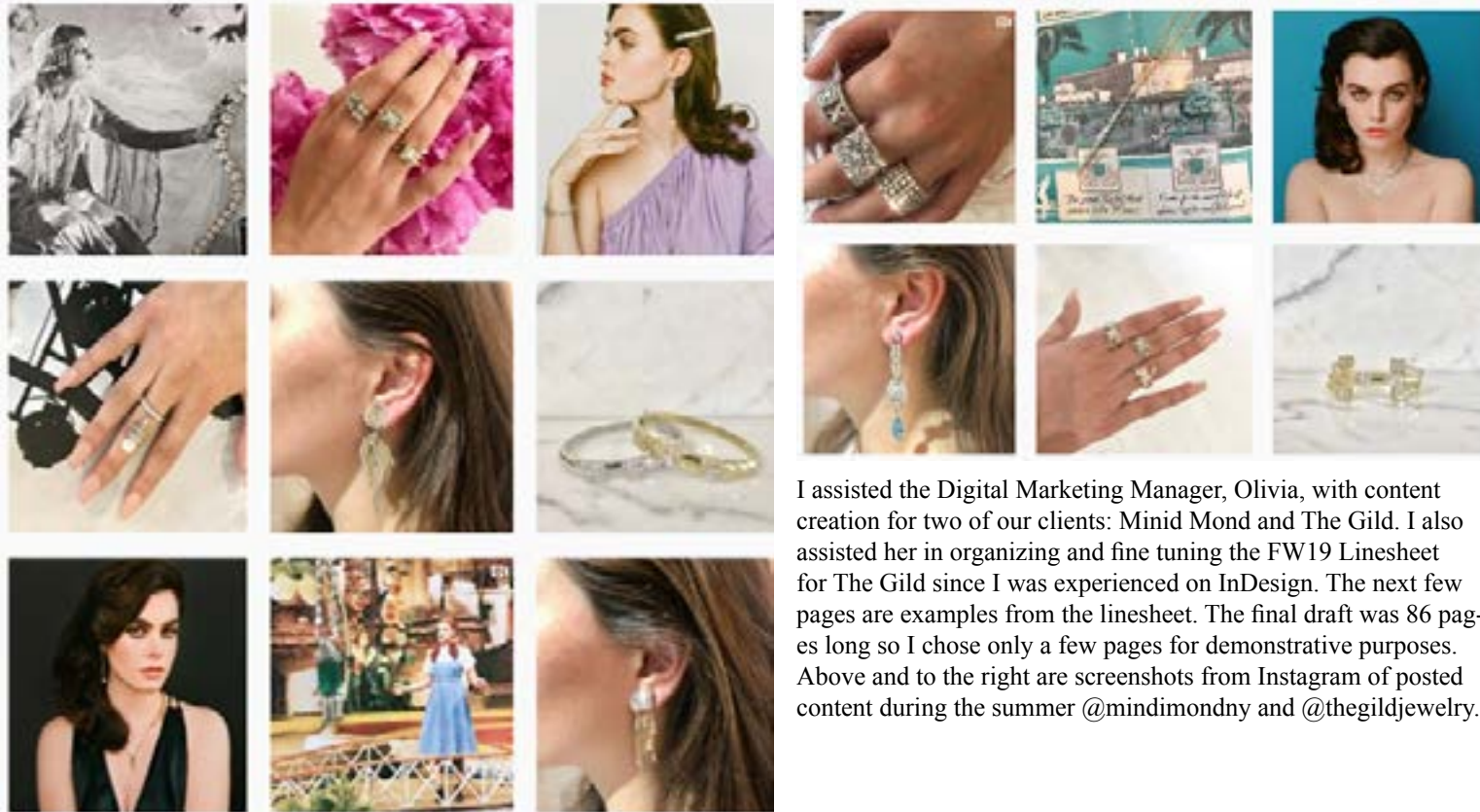
JOANNA LAURA CONSTANTINE



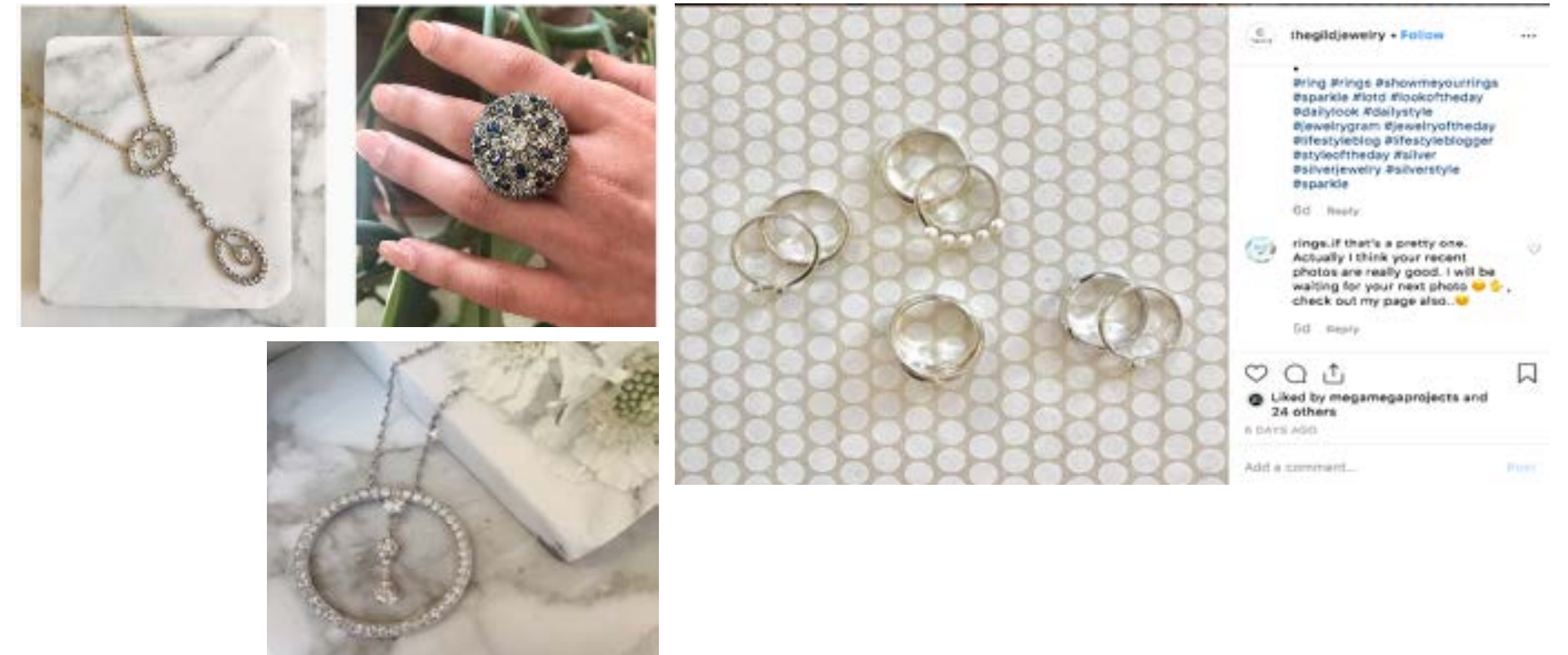
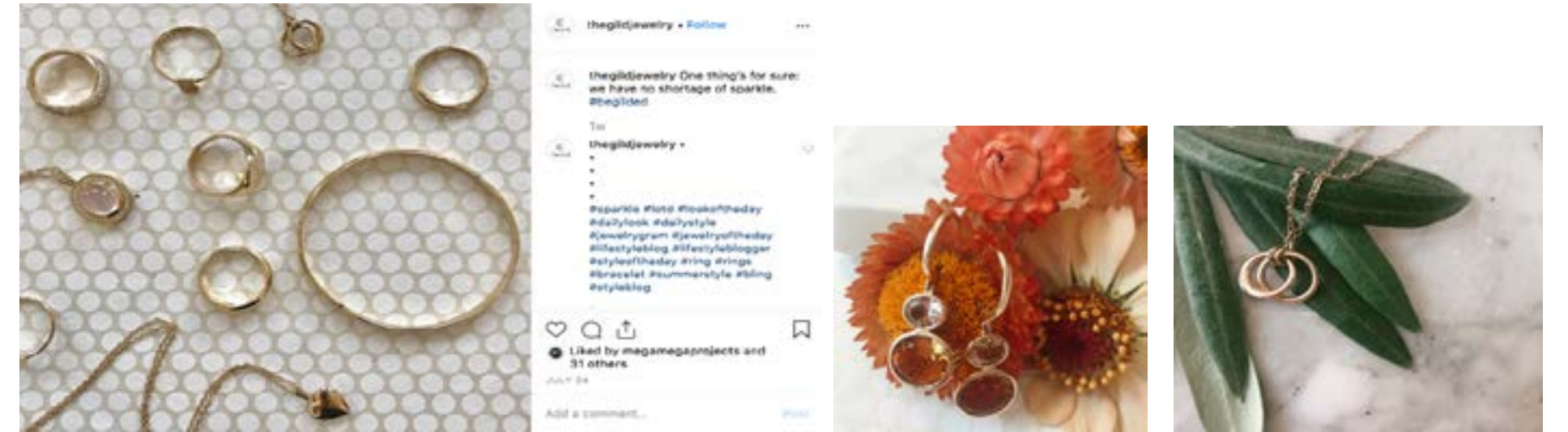
Based off of mood boards and an in depth understanding of Joanna's collection I researched and found influencers between 2k - 50k followers that fit with the brand identity. These potential influencers had to appeal to a certain target demographic, maintain a proper "aesthetic" and have active engagement on all posts - no "fake followers".



SOCIAL MEDIA CONTENT



I assisted the Digital Marketing Manager, Olivia, with content creation for two of our clients: Minid Mond and The Gild. I also assisted her in organizing and fine tuning the FW19 Linesheet for The Gild since I was experienced on InDesign. The next few pages are examples from the linesheet. The final draft was 86 pages long so I chose only a few pages for demonstrative purposes. Above and to the right are screenshots from Instagram of posted content during the summer @mindimondny and @thegildjewelry.





The Gild

Fine Jewelry Collective



Lookbook
THE FIRST COLLECTION

Welcome to the Party!

We, The Gild, believe that women—and the men who love them—enjoy shopping for fine jewelry in an intimate, fun setting with people they trust. That's why, unlike any other fine jewelry brand, we are creating a network of entrepreneurs who share a love of jewelry, fashion, and making a difference in their communities.





The Loop Collection



The Loop Collection is a group of everyday statement pieces — many of which can be customized with our charms. Our take on the classic circle, this eternal symbol is symbolic and refined.

The Loop Collection: Earrings



THE PETITE DOORKNOCKER EARRINGS
14K Yellow Gold Stud, Sterling Silver Loop
\$595



THE EVERYDAY DIAMOND EARRINGS
Sterling Silver, White Diamond
\$595



THE DOORKNOCKER EARRINGS
14K Yellow Gold Stud, Sterling Silver Loop
\$625



THE LAYERED STATEMENT HOOP
14K Yellow Gold, Sterling Silver
\$625



THE ENCIRCLE STUDS
14K Yellow Gold, White Diamond
\$695



THE LAYERED LOOP
14K Yellow Gold, Sterling Silver
\$750



THE EVERYDAY DIAMOND EARRINGS
14K Yellow Gold, White Diamond
\$795



THE LAYERED STATEMENT HOOP
14K Yellow Gold
\$925

The Birthstone Collection: Rings



THE THREE STONE CONFETTI RING
14K Yellow Gold/14K White Gold,
Stone of choice
\$595

THE FOUR STONE CONFETTI RING
14K Yellow Gold/14K White Gold,
Stone of choice
\$695

THE FIVE STONE CONFETTI RING
14K Yellow Gold/14K White Gold,
Stone of choice
\$750

THE SIX STONE CONFETTI RING
14K Yellow Gold/14K White Gold,
Stone of choice
\$795



JANUARY
Garnet



FEBRUARY
Amethyst



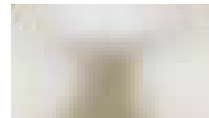
MARCH
Aquamarine



APRIL
White Sapphire



MAY
Emerald



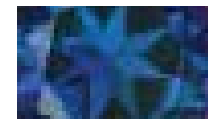
JUNE
Pearl



JULY
Ruby



AUGUST
Peridot



SEPTEMBER
Blue Sapphire



OCTOBER
Opal



NOVEMBER
Citrine



DECEMBER
Turquoise



Categories

Earrings



THE LAYERED STATMENT HOOPS
14K Yellow Gold
\$925



THE PETITE DOORKNOCKER EAR-RINGS
14K Yellow Gold
\$950



THE SIGNATURE EARRINGS
14K Yellow Gold
\$975 (Custom engraving available)



SIGNATURE STATEMENT EARRINGS
14K Yellow Gold/Sterling Silver
\$995



THE MIMI STUDS
Morganite
\$995



THE JANET BELL EARRINGS
Citrine
\$995



THE JANET BELL EARRINGS
Garnet
\$995



THE LAYERED LOOP EARRINGS
14K Yellow Gold
\$1,195



Founded in 2012 by Meghan Folsom and Lauren Abend, Mega Mega Projects is a fine jewelry and accessories press office and wholesale showroom located in downtown New York City. Mega Mega is a full service luxury brand development agency with a global reach. We maintain valuable media and retailer relationships in several continents and represent some of the greatest talents in the industry. Since founding Mega Mega, Lauren and Meghan have worked with hundreds of brands all over the world to refine their collections and expand their business. Mega Mega currently employs a team of ten and occupies three thousand square feet of showroom and office space in lower Manhattan.