

HIGH SNOBIETY



IDEAS & VISION BOARD
LUBA KAPLANSKAYA

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BRANDED SOCIAL EDITOR

"We don't follow culture, we shape it."

Luba has been working in the digital media and marketing space for 7 years. She believes in the power of social media in forming connections, staying informed, sourcing inspiration, and being a part of a community. Her strengths include writing, editing, designing, presenting, analyzing, and public speaking.



NEW

HIGHNOBIETY

10

Great 2023

Casual Looks

JULIA FOX

A written piece by Luba Kaplanskaya

highsnobiety.com



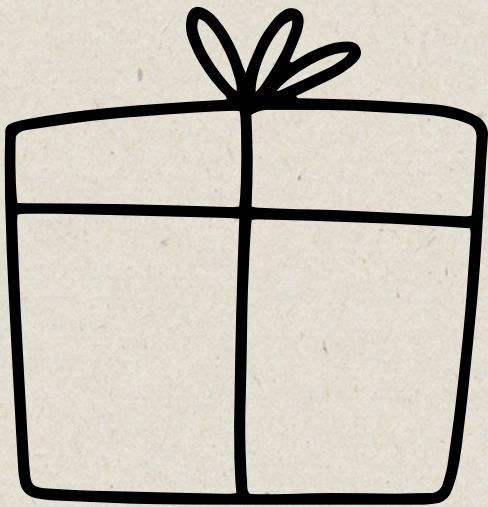
This Black
Friday, we're
— highlighting —
clean brands.

HIGHNOBIETY

Congrats! You made it through another year

HIGHNOBIETY

GIFT GUIDE



GIFT GUIDE



GIFT GUIDE

This Holiday Season

CONSIDER GIFTING
EXPERIENCES



HIGHSNOBIETY

- CONSIDER GIFTING
- RESERVATIONS FOR A CAMPING TRIP
 - A POTTERY CLASS
 - A PASTA-MAKING CLASS
 - A 3 MONTH MEMBERSHIP TO A YOGA STUDIO
 - A YEAR'S MEMBERSHIP TO A GYM
 - AN ACUPUNCTURE SESSION
 - A STAYCATION IN A NEARBY CITY

Other ideas

- Highsnobiety on BeReal
 - TikTok highlighting older people in street fashion with Julia Foxe's audio
 - TikTok showing pairings of Balenciaga Cagole bags and boots with Unholy by Sam Smith and Kim Petras audio
 - TikTok with "miss you but techno" by Annina audio
 - Short TikTok with this audio highlighting the best looks from an event
 - Highsnobiety holiday party- TikTok DJ Alex Chapman to DJ
 - Company collabs or company to showcase: Maude
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