

Collaborations | 18.03.2023

WOMEN'S DAY SOCIAL CAMPAIGN WITH LENA & LIBERTA

TOM TAILOR launches Women's Day campaign on Instagram and TikTok. Featuring the influencer duo, Lena & Liberta. It's about unity, celebration, reflection, advocacy and action. It's about amplifying the voices of women and keeping the conversation going.

We launch our social first campaign TOGETHER TO GET THERE, a reel talk format with Lena Lademann & Liberta Haxhikadriu. In four episodes we unite with the two content creators and our community to celebrate all women amongst us and acknowledge how far we've come but also call for moving even further in the direction of gender equality.

For a whole week, we focus on the power to empower. Emphasizing connection over competition. We ask our community to join the conversation and show: We're in this TOGETHER TO GET THERE.

Lena and Liberta are joined by three models, Emily Liptow, Lynca Rutagarama and Sofie Vrints. Representing real personalities, creating a crew to encourage togetherness and mutual support.

For further inquiries contact communications@tom-tailor.com