
MODÉ COLLECTIVE

ABOUT US

OUR FOUNDERS

MODÉ COLLECTIVE



JAZMINE HALAWA

STRATEGIC CREATOR:

The visionary force behind innovative campaigns, blending creative storytelling with data-driven strategies to elevate clients in the fashion and beauty industry.

MODÉ COLLECTIVE



ROYED YAKUB

MARKETING SPECIALIST:

Understanding how fashion resonates with personal stories, developing narratives that connect identity, culture, and style with impact.

MODÉ COLLECTIVE

OUR CULTURE



At Modé Collective, fashion is more than style – it’s an expression of identity. We are committed to highlighting the many tones, colors, and voices that shape the fashion industry, ensuring everyone we work with reflects the beauty of true diversity.



OUR CONSUMER



Influencers



Models



Companies

Startups



Photographers



OUR METHOD

We share the similarity of being different and focus on representing your individuality

Identity

Authenticity

Storytelling



OUR SERVICES



BRAND PARTNERSHIPS & BRAND EXPANSION



ARTIFICIAL INTELLEGENCE INTEGRATION



REPRESENTATION & EXPOSURE



DIGITAL PORTFOLIO DEVELOPMENT

OUR SUCCESS

MODÉ COLLECTIVE



WINNIE HARLOW

Once rejected for not fitting the industry's beauty norms, Winnie Harlow turned her vitiligo into her strength. By embracing her uniqueness and telling her story, she transformed into a global fashion icon. Through strategic branding and authenticity, she became instantly recognizable, attracting a massive following and securing major brand partnerships.

- Featured in Dior, Fendi, Victoria's Secret
- 10.1M Instagram followers
- A powerful voice for diversity & self-love
- Proof that embracing individuality creates industry-changing careers.

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SHAUN ROSS

As the first professional male model with albinism, Shaun Ross faced industry resistance but transformed into a global symbol of inclusivity. By embracing his identity beyond fashion-through activism, music, and high-fashion partnerships-he redefined representation in media.

- Partnered with Gucci, Dior, Givenchy, and Alexander McQueen
- Featured in H&M, GQ, and Vogue Italia
- Starred in Beyoncé's "Pretty Hurts" & Lana Del Rey's "Tropico"
- 10.5M Instagram followers & 2M+ music streams
- A leading voice for diversity, self-acceptance, and representation


MAC
NOW ABOUT YOU

The brand became popular because of its inclusivity, edgy yet playful brand image, and focus on bold and disruptive products.



- A known high quality makeup brand
- The first cosmetic company to highlight long-wearing, high pigment products that look good in studio lights for long hours
- Gained extreme popularity in **1980s-2010s**
  - Madonna’s influence**

TARGET AUDIENCE



Millenials (23-38)

Sees makeup as art

Values individuality, self-expression, and creativity

Prefers high quality and innovative products

COMPETITORS

LANCÔME
PARIS

NARS

L'ORÉAL

FENTY BEAUTY

ESTĒE LAUDER

I’m **Overwhelmed.**





Are **You?**

BIG PROBLEMS.



1

Failure to adapt to social media trends.

2

Lack of innovation.

3

Outdated compared to competition.



IT'S 2025...

Let's bring back MAC.

MODÉ & MAC

- MAC Cosmetics champions individuality, diversity, and bold self-expression—values that are at the core of Modé Collective's identity
- MODE Collective emphasis on authentic storytelling, diverse representation, and fashion-forward thinking aligns seamlessly with MAC's mission to celebrate all ages, races, and genders
- Our agency has demonstrated an ability to amplify unique voices and turn individuality into impactful brand narratives—just as MAC does in the beauty industry



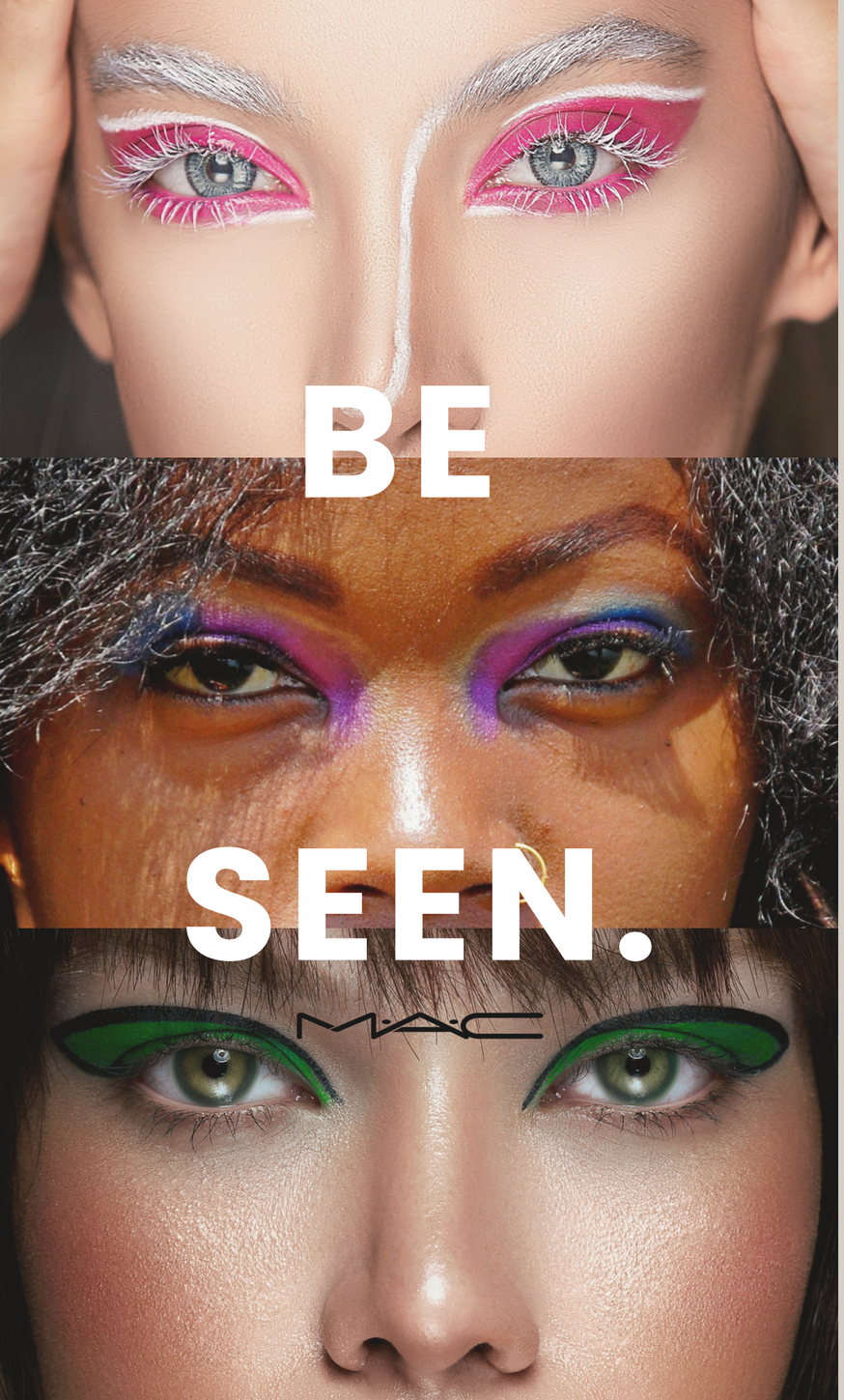
BOLD IS BACK

MAC DOES BOLD BEST.









CAMPAIGN

Eyes say it all. MAC's "Be Seen" campaign rides on the emerging bold eye look trend while also celebrating individuality and artistry. MAC is perfectly positioned to lead this movement—embracing its roots rather than conforming to the minimalistic, skincare-focused "clean girl" trend.

This campaign will reach Millennials and GenZ by touching on creative freedom, authenticity, and bringing back the 2000s vibes that MAC flourished on.

OUTREACH

SOCIAL MEDIA

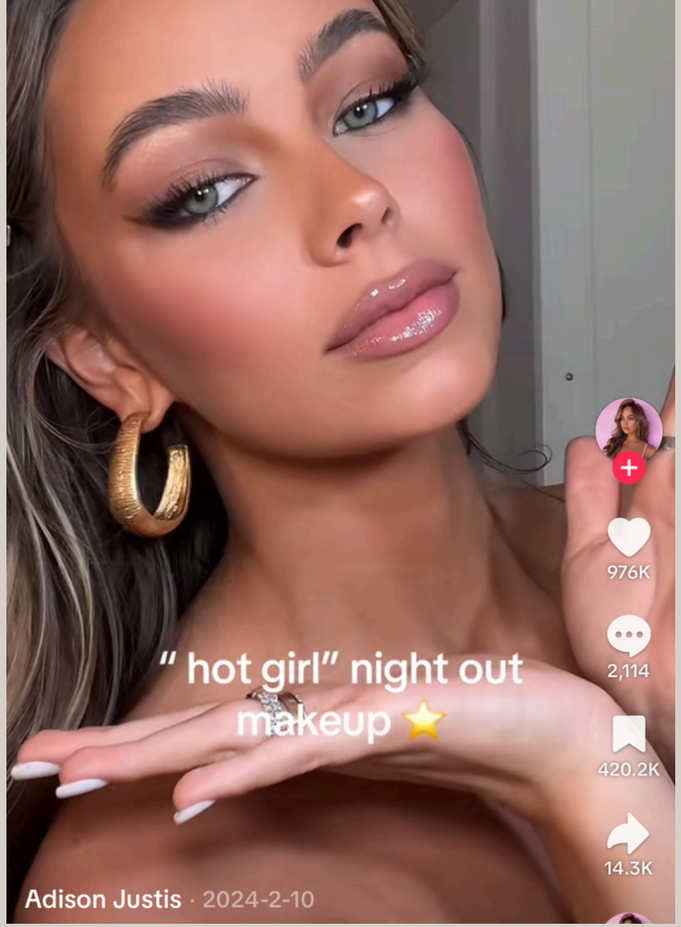
#BeSeen

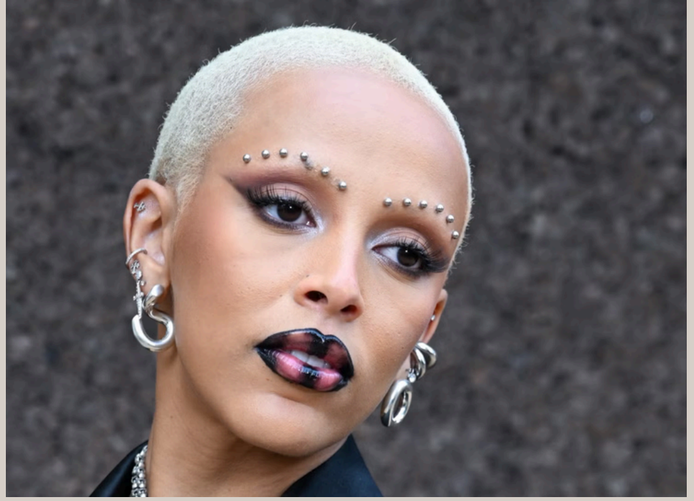
All MAC's social media posts for the duration of the campaign will be posted with the hashtag "Be Seen." Every post will relate to how MAC products help each individual shine. People will also be encouraged to post their looks they did with MAC products.

IN-STORE

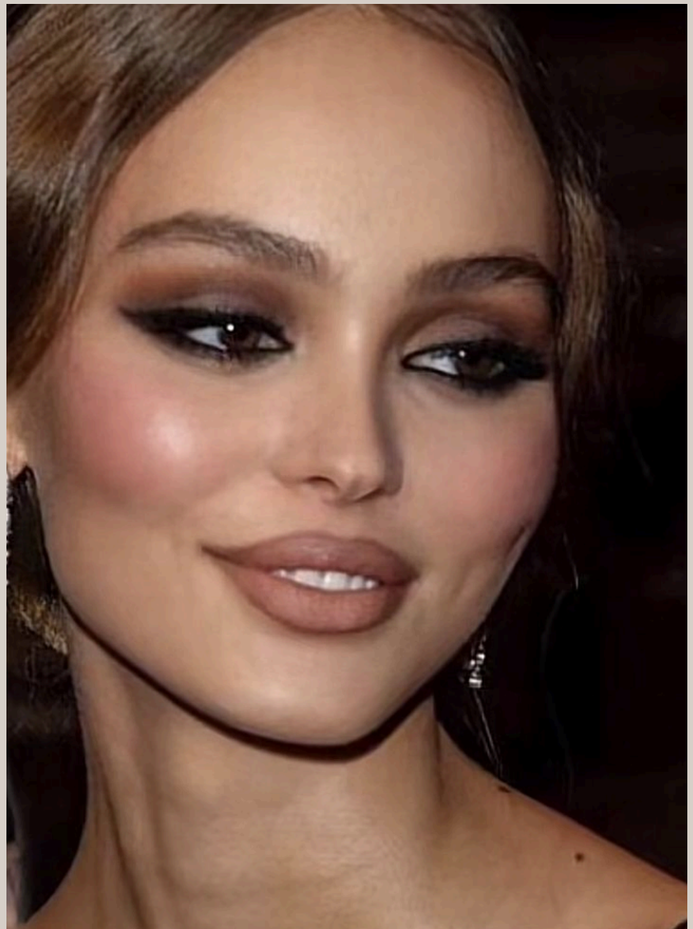
Unlike their competitors, MAC has their own storefronts.

- Have special in-store meet and greet events with influencers/celebs part of the campaign
- Give-aways, workshops, photo ops, etc.


" hot girl" night out
makeup ⭐
976K
2,114
420.2K
14.3K
Adison Justis · 2024-2-10



COLLABS

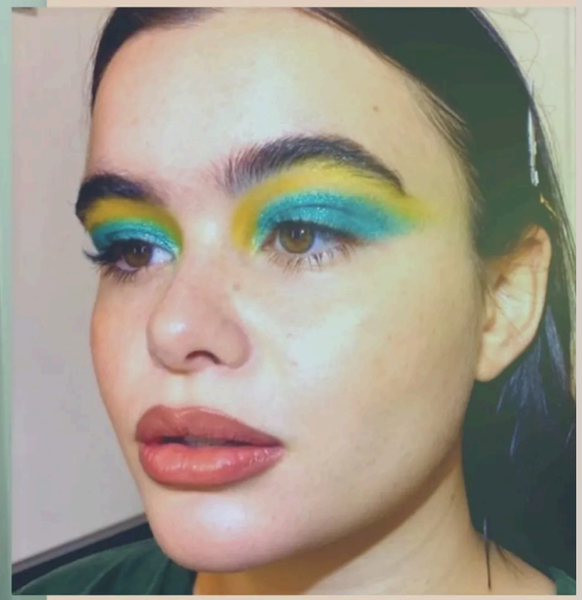












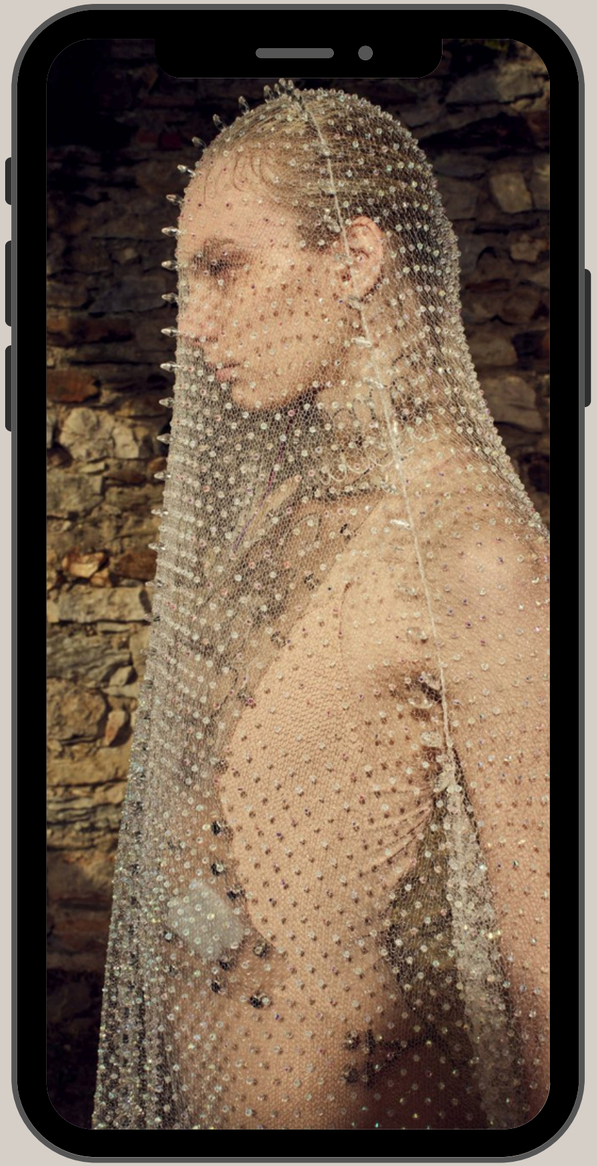
Euphoria is a popular HBO Original series, specifically with the GenZ audience. If there would be a new season coming out around the time as the “Be Seen” campaign, there is a major opportunity to do a collab with the series.

OPPORTUNITY

IT'S 2025...

MAC is *back*.





MODÉ COLLECTIVE

LET US REPRESENT ***YOU***

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