

## *“What’s Next”*

How Lafayette 148 empowers modern women to express their personal style

# Overview

Like *The Washington Post*, Lafayette 148 speaks to strong, smart, culturally engaged women who appreciate timeless quality with an innovative edge. WP BrandStudio will connect our readers and the brand through an inspiring, two-part custom content program.

## Execution

- Part 1 would be published and promoted in April/May; Part 2 would run in the fall (dates contingent on IO date)
- Organic references to the Lafayette 148 brand and links to the Lafayette 148 website to be interwoven throughout the content
- Content could include journalistic narratives, infographics and photo profiles (depending on client preferences and budget)

Marcela Sapone, CEO and co-founder, Hello Alfred



When Marcela Sapone was in business school, all her friends and colleagues spoke constantly about how busy they were. After stints working in consulting and private equity, Sapone knew how easy it was to let life chores like laundry and grocery shopping slip through the cracks.

To give busy professionals some much-needed balance in their home lives, Marcela and Harvard Business School classmate Jessica Beck started a one-stop personal butler service in 2014. They called it [Hello Alfred](#), after Batman's devoted servant.

For a founder of a growing business, that balance can be hard to achieve.

[Link](#) to WP BrandStudio journalistic narrative article with photo profile for Cadillac

# Content Details

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## Part 1: “*The Secrets of Style*”

Some people can look at two nearly identical garments and instantly see subtleties that make one exquisite and the other one just ok. We’ll search out people who have an innate sense of style—everyday women, Lafayette 148 creatives, industry professionals such as retail buyers and personal stylists—and ask them to explain what they see when they look at color, cut, texture and construction. Their insights will be woven into a **journalistic narrative** that could be enhanced with animated graphics, sourced images and an infographic showing the difference between two garments of different cut and quality.

At a higher spend level, we could create **mini profiles** of some of the individuals mentioned above. An original photograph would be accompanied by first-person insights on creating a personal style that is a flattering reflection of how you want to portray yourself.

## Part 2: “*The Spirit of Discovery*”

Like Lafayette 148, WaPo readers have a passion for discovery. We’ll show how the brand fits them personally and aesthetically through a **journalistic narrative** about how designers such as Lafayette 148 search the world to discover inspiration in cultural fusions, architectural shapes and natural colors and textures.

Depending on when this piece would be in market, we could link to Fashion Week by telling the stories of discovery and inspiration behind Lafayette 148’s Fall collection. Alternatively, we could link to the brand’s philosophy that when women look good and feel good, they do good. At a higher spend level, the narrative could be enhanced with **mini-profiles** of women whose confidence empowers them to discover ways to make social, environmental and artistic endeavors.