

PLANNING AND MANAGING EDITORIAL CONTENT
ASSIGNMENT ONE
BETHAN GWYNNE
00216925

A full-length photograph of Zoe Saldana standing against a light grey background. She is wearing a black, form-fitting, sleeveless dress with large circular cutouts on the sides. She has her hair pulled back and is wearing large hoop earrings. Her hands are on her hips.

marie claire

UK

A Proposed Content Plan for Marie Claire between March 8 - 15th

Who Are **marie claire** ?

The editorial position of Marie Claire is the offering of inspiration and information-based content. The magazine targets to inform and empower women through a combination of fearless reporting and fashion sections. The manner in which the magazine offers fashion is different, from the female perspective and emphasising realism, personality, simplicity, and imagination. This positions the readers capable of expressing their own opinions and interpreting the magazine sensibly and woman-focused. For beauty, Marie Claire focuses on empowerment, individuality, diversity, and mental well-being. The magazine understands the power of beauty products to transform lives and the positive impact they have on emotional health and advocates a responsible and informed approach to beauty and fashion.

Aside from beauty and fashion, Marie Claire is also committed to talking about women's major social and political issues that women everywhere are facing. The magazine also has a history of doing investigating reports and big headlines and defending women and talking for women, but in that breezy, fun tone of Marie Claire.

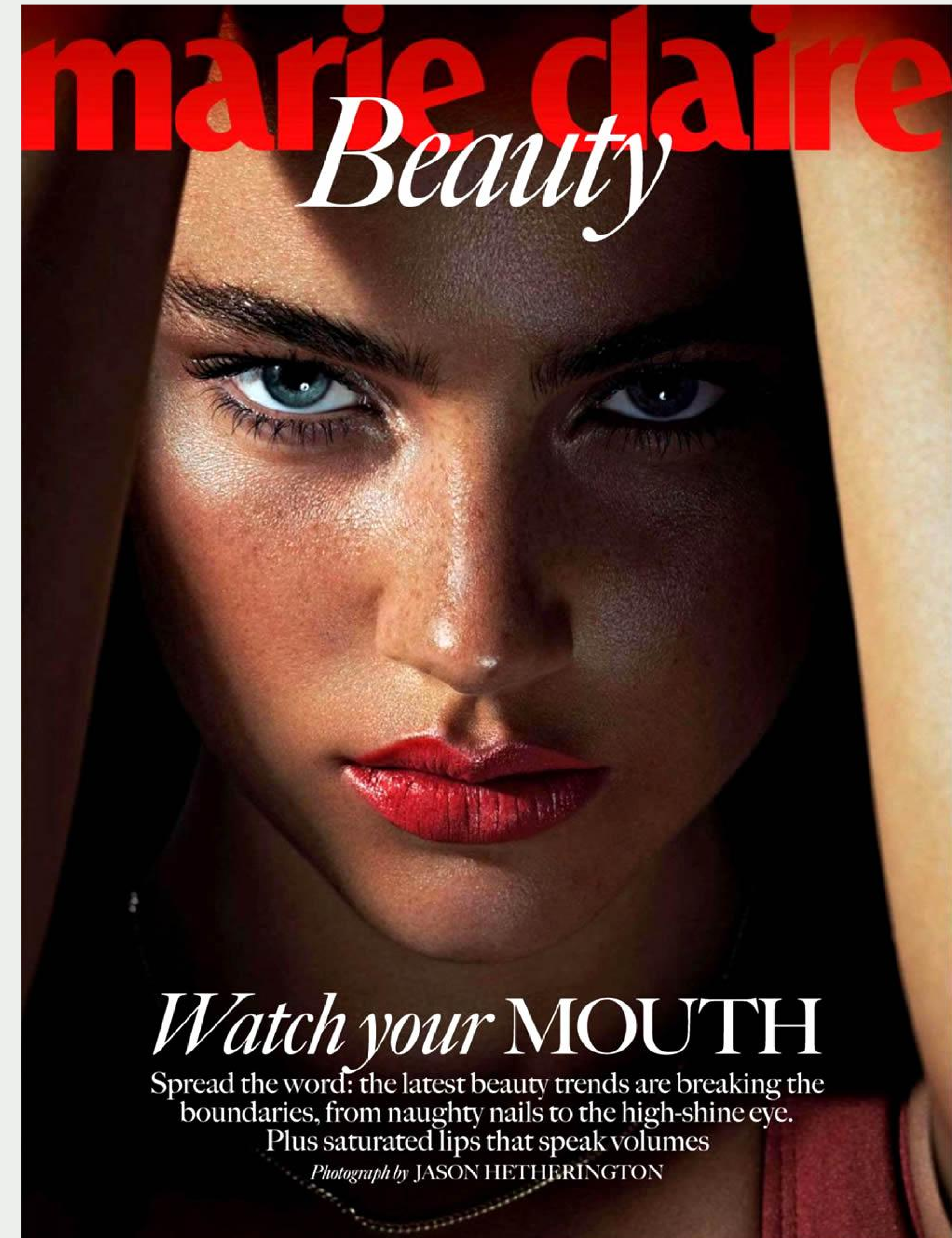


Image 2 : Anna Christine Speckhart, photographed by Jason Hetherington and styled by Lisa Oxenham. September 2013.

Who They Are

Modern, ambitious, socially aware women (typically 25-45 years old) who value style, substance, and purpose.

Career & Lifestyle

Professionals, entrepreneurs, and creatives who are digitally savvy and interested in self-development.

Values

Feminism, sustainability, inclusivity, and personal growth.

Where They Engage

Online, social media (Instagram, TikTok, LinkedIn), podcasts, and digital media

Market and Audience Research

Marie Claire readers are intelligent, thoughtful women who love real storytelling and stimulating material, as well as the shorter, softer stories that entertain. The magazine's audience has a broad age range, and the readers are typically aged 25 to 60. More recent actions have been successful at attracting younger readers, reducing the average age of the reader to around 30-40.

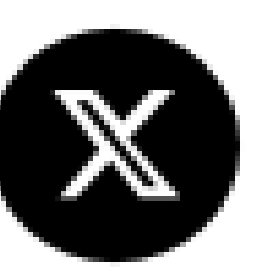
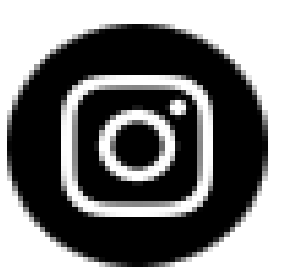
Readership is defined by the need for fashion and beauty content with meaningful debate on issues of society. Marie Claire readers like the magazine's prescriptive-free model, where they can choose based on information and not be told what to read. This fits in with the magazine's philosophy of giving women the power to be individual and make decisions based on what they believe in.

Marie Claire has positioned itself as a brand that speaks to the diverse interests of the contemporary woman. By blending quality journalism with fashion and beauty editorial, and by embracing the digital and e-commerce, the magazine both engages its reader base and avoids pitfalls of the modern media landscape through being a digital-first publication.

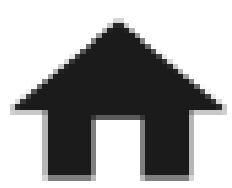
Content Verticals



Sign-up to our newsletter



Subscribe ▼



NEWS

HAIR & BEAUTY

FASHION

HEALTH

LIFE

WORK & MONEY

CULTURE

VOUCHERS

News: This vertical pairs hard-hitting political and global news with a feminist lens. Pieces call attention to how the day’s news impacts women’s lives, freedoms, and rights. Empowering and internationally aware in tone, there is a leaning towards putting the spotlight on underrepresented voices or progressive positions.

Hair & Beauty: They are about sustainable beauty, representation that’s diverse, and real women’s narratives. Beauty is never vain, it’s a place for empowerment, wellness, and self-expression. Expect in-depth exploration of ingredient ethics, industry transparency, and trend opinion, not product lists.

Fashion: Unlike purely aspirational fashion coverage, Marie Claire champions ethical fashion, sustainability, and affordable-luxury styling. They highlight female designers, inclusive sizing, and cultural relevance, aligning fashion with purpose and identity.

Health: Health is framed through female empowerment. Content includes taboo-breaking features (like menstrual equity), cutting-edge research on women’s health, and a focus on self-care without toxic positivity. It’s wellness with substance.

Life: This vertical is where intersectional feminism meets daily life. Think articles on navigating motherhood and career, travel that considers ethical tourism, and relationship advice grounded in autonomy and mutual respect.

Work & Money: They position themselves as champions of women in the workplace, with content on closing the wage gap, negotiating salaries, entrepreneurship, and breaking barriers in male-dominated industries. Stories often profile women changemakers, creating aspirational and practical content in one.

Culture: Whether it’s a celebrity profile or a film review, it’s always more than fluff. They spotlight cultural moments that move the needle, celebrate women-led stories, and often challenge the mainstream narrative.

Vouchers: Even in the deals space, there’s a focus on value without compromising on quality. They feature codes for brands that align with the Marie Claire ethos: often fashion-forward, woman-led, or ethical.

Editorial Schedule

The editorial schedule crafted for Marie Claire UK from March 8th –15th is a carefully considered content plan that not only aligns with the magazine’s signature tone: smart, feminist, stylish, and empowering, but also captures the cultural and political relevance of the moment, especially around International Women’s Day and Oscars week. This seven-day schedule is a good mix of in-depth features, accessible service journalism, pop culture commentary, and real-time reactive content that reflects the interests and values of the Marie Claire reader in the UK.

At its core, this schedule is deeply rooted in Marie Claire UK’s mission to inform and inspire ambitious, socially conscious women. The week opens with March 8th: International Women’s Day. It shows an array of articles celebrating female changemakers across fields like activism, and business. Stories like ‘The Women Changing the World in 2025’ and ‘Meet the Female CEOs Reshaping the Business World’ speak directly to Marie Claire’s audience, who crave content that combines real-world impact with female based, aspirational profiles. This type of storytelling supports the brand’s emphasis on agency and female empowerment.

This schedule doesn’t shy away from somewhat complex issues either, although still keeps the lighter tone that Marie Claire tends to uphold in comparison to it’s competitors like Elle and Cosmopolitan UK. Health features addressing endometriosis, cervical cancer, and chronic pain on March 9th align with their longstanding editorial stance on confronting the medical gender gap. These pieces don’t just provide information; they advocate for change. It mirrors the socially driven journalism that has long set the publication’s tone. Similarly, articles around financial empowerment on March 10th, such as ‘Top 10 Money Myths Every Woman Needs to Stop Believing’ and ‘Negotiating Like a Boss,’ give readers practical tools to navigate traditionally male-dominated spaces, continuing the brand’s legacy of blending empowerment with utility.



Image: Marie Claire 'Great British Photoshoot,' 2012. Marie Claire UK



The tone throughout is smart but accessible, progressive but never alienating: a noticed trait of Marie Claire UK. The inclusion of softer lifestyle content, such as curated playlists, beauty product roundups, and fashion advice, offers a welcome balance and plays into the aesthetic-savvy nature of the brand's audience. For example, Monday's focus on power dressing and feminist fashion history ties visual identity to personal ambition, a recurring theme in Marie Claire's content over the years. Beauty features like 'Do You Need Botox? A Guide to Pro-Aging Beauty' are handled with nuance, rejecting shame while honouring choice; again, a perfect fit for Marie Claire's more inclusive take on beauty.

Notably, the schedule includes strong real-time and pop culture coverage tied to the Oscars. By featuring content like 'The Best-Dressed Women at the Oscars,' 'The History of Feminist Speeches at the Oscars,' and 'The Oscars: The Women Who Stole the Show,' the editorial decisions demonstrate an awareness of cultural moments that spur audience engagement yet looking at the event through a Marie Claire lens. It honours artistry, spotlights voices, and acknowledges broader industry dynamics like representation and gender equity. Additionally, reactive content planned throughout the week ensures editorial agility, keeping Marie Claire timely and responsive to current events, which is an essential strategy for maintaining digital relevance in the modern, digital magazine landscape. The ability to pair long-form, evergreen thought journalism with responsive, traffic-driving features shows a well-rounded approach to digital publishing that Marie Claire has been able to maintain during its transition to digital-only media in 2019.

This schedule reflects a robust understanding of Marie Claire UK's audience and brand values. It blends information, advocacy, entertainment, and style - offering readers stories that resonate with their identities as modern and multidimensional women. By addressing both systemic issues and day-to-day interests, the plan ensures that every piece is not just relevant but purposefully aligned with what Marie Claire does best: empowering women through stylish, fun, and socially engaged journalism.

The Schedule

for

marie claire

Friday 8th March	Content	Section	Writer	Word Count	Commision Date	Why?
	The Women Changing the World in 2025	Features	Mischa Anouk-Smith	1,000	28/2	A deep dive into global changemakers in politics, science, fashion, and activism. Marie Claire readers love inspiring, powerful women. This piece highlights game-changers in politics, business, and activism
	From the Suffragettes to Now: The Evolution of Women’s Rights	Features	Kat Lister	1,200	22/2	Tracing key moments in women’s rights history. Women’s rights history resonates with the socially conscious Marie Claire audience, providing context for modern feminism
	Marie Claire’s Guide to Supporting Women-Owned Brands	Fashion	Ally Head	400	3/3	Ethical shopping for IWD. Readers appreciate ethical shopping guides, supporting female entrepreneurs while staying stylish
	Meet the Female CEOs Reshaping the Business World	Work and Money	Dionne Brighton	800	22/2	Spotlight on women at the top of the corporate ladder. The audience admires successful women, and this feature provides motivation and career insights
	The Best Feminist Books to Read in 2025	Culture	Jenny Proudfoot	250	3/3	Book recommendations are popular, especially when they align with feminist values.
	DIGITAL COVER: Nico Parker Interview Feature	Features	Hannah Marriott	2,000	15/2	Large feature piece with MC’s digital cover star, Nico Parker. Marriott will provide a lengthy interview, discussing Parker’s career and upcoming/past films, her Lancome ambassadorship, life with her famous mother (Thandie Newton), and growing up as a child star. Feminist lens of MC will be maintained throuhgout the article, with a preppy editorial shoot accompanying it. Social media coverage will be extensive, with short videos, playful photos, and Lancome products advertised extensively on the website.
	Feminist Beauty: What Does It Mean in 2025?	Hair and Beauty	Shannon Lawler	400	28/2	The beauty-conscious audience will appreciate an analysis of beauty trends through a feminist lens.
	Your Ultimate International Women’s Day Playlist	Culture	Jenny Proudfoot	350	3/3	Music has always been a part of empowerment movements. A playlist featuring female artists resonates well.
	+/- 5 articles for reactive content - possibly about international women’s day	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Saturday 9th March	Content	Section	Writer	Word Count	Commision Date	Why?
	Endometriosis Awareness Month: The Symptoms You Should Never Ignore	Features	Mischa Anouk-Smith	900	3/3	Women’s pain is often dismissed. This article empowers readers to advocate for themselves, in line with MC UK’s feminist, health-forward voice.
	Cervical Cancer Prevention Month: The New Research That Could Save Lives	Health	Katie Sims	500	28/2	Tackling stigma around screenings, this article blends science and advocacy, appealing to health-conscious, information-seeking readers.
	How to Talk to Your GP About Gynaecological Pain	Features	Anna Bartter	1,000	4/3	Navigating medical appointments is daunting, especially when pain is minimised. This gives power back to the patient, a key Marie Claire value.
	Your Hormones and You: A Week in the Life of Your Cycle	Health	Ally Head	500	3/3	Educating readers on hormonal health taps into a rising trend of cycle-awareness and body literacy.
	Pelvic Floor Health: Why It Matters at Every Age	Life	Anna Bartter	300	5/3	Elevates a topic often considered niche. This is helping readers feel seen, supported, and informed, regardless of age.
	The Mental Health Cost of Chronic Pain	Life	Ally Head	750	6/3	A sensitive, multi-angle piece that tackles physical and emotional wellbeing, reinforcing the magazine’s commitment to whole-woman wellness.
	The Marie Claire Edit: Women-Founded Wellness Brands That Actually Work	Health	Ally Head	350	3/3	Readers want to shop mindfully, this stylish roundup aligns values (women-led, effective, ethical) the lifestyle.
	Wellness Without the Woo: Science-Backed Self-Care	Health	Grace Lindsay	500	5/3	Skewers pseudoscience while championing credible, smart alternatives: perfect for the Marie Claire reader who’s done with #girlboss yoga crystals.
	+/- 3 articles for reactive content	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Sunday 10th March	Content	Section	Writer	Word Count	Commision Date	Why?
	Top 10 Money Myths Every Woman Needs to Stop Believing	Work and Money	Dionne Brighton	550	6/3	Tackles limiting beliefs that harm women’s financial power, with Marie Claire’s signature blend of authority and relatability.
	The Side Hustles Making Women Millions: A Profile on the Women Making Millions in the Industry	Features	Mischa Anouk Smith	1,500	3/3	Entrepreneurialism is on the rise, real-life stories of success feel aspirational but accessible to MC’s ambitious readership.
	Negotiating Like a Boss: How to Finally Get That Pay Rise	Work and Money	Charlotte Philby	500	7/3	Salary negotiation is a confidence barrier for many women. This guide offers bold, smart advice that readers can act on immediately.
	The Best Money Apps for Women in 2025	Culture	Jenny Proudfoot	250	7/3	MC UK’s digitally savvy readers want to optimise every area of life, including personal finance: tech-led and easy-to-implement.
	The Career Lessons We Can Learn from the Most Powerful Women in the World	Features	Gina Tonic	1,000	3/3	Highlights female trailblazers and condenses their wisdom: ideal for readers navigating their own career paths with purpose.
	Prince Edward, The Duke of Edinburgh’s Birthday Celebrations: A Look Into Royal Birthdays	News	Iris Goldsztajn	450	Reactive	10/3 is Prince Edward’s birthday, therefore will be good to have some coverage on how he is celebrating and use it as a springboard into looking at other iconic Royals’ brithday celebrations.
	The Hidden Costs of Being a Woman: Do We Actually Pay the Pink Tax?	Featues	Mischa Anouk Smith	1,500	5/3	From the pink tax to unpaid labour, this in-depth piece reveals systemic inequalities that resonate with Marie Claire’s smart, justice-oriented readers.
	The Oscars: The Films You Need to Watch to Keep Up to Date with Award Season	News	Jenny Proudfoot	500	28/2	The Academy Awards is fast-approaching in 5 days. This story gears the readers up for the event, with content surrounding the Oscars anticipation and past ceremonies.
	+/- 2 articles for reactive news stories	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Monday 11th March	Content	Section	Writer	Word Count	Commision Date	Why?
	What to Wear for Every Career Milestone: Top 5 Brands We Trust for Actual Office-Ready Attire	Fashion	Lauren Cunningham	500	6/3	Practical fashion advice that aligns with career goals resonates with Marie Claire’s audience of professional, aspirational women.
	The Blazers That Scream Power and Confidence and Where to Get Them	Fashion	Jazzaria Harris	250	7/3	Fashion-forward readers love curated wardrobe staples that reflect empowerment and polish.
	The Evolution of Feminist Fashion: Top 8 Female Fashion Designers You Need to Know	Fashion	Penny Goldstone	900	3/3	Educates readers on how clothing has historically been used as a feminist statement. It is blending culture, fashion history, and gender politics.
	How to Nail the ‘Quiet Luxury’ Trend for Work: Where Do You Go?	Fashion	Penny Goldstone	500	6/3	Minimalist fashion with impact appeals to Marie Claire readers who want sophistication and intentionality in their wardrobe
	The Top 5 Best Beauty Products Created by Women	Hair and Beauty	Tori Crowther	450	5/3	Spotlights women-founded beauty brands, aligning with values of supporting women-owned businesses and clean beauty.
	Inside the Prix d’Excellence: The Global Gold Standard in Beauty	Hair and Beauty	Matilda Stanley	750	4/3	This piece is aimed at gearing up for the Marie Claire Prix d’Excellence de la Beauté Awards spotlighting key products from the event.
	+/- 3 articles for reactive content	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Tuesday 12 th March	Content	Section	Writer	Word Count	Commision Date	Why?
	Dating as a High-Achieving Woman	Features	Mischa Anouk-Smith	1,000	3/3	Marie Claire’s audience includes ambitious women balancing romantic expectations and personal success.
	How to Deal with Mansplaining in Your Relationship	Life	Ally Head	300	1 1/3	Tackles microaggressions in a relatable way, offering smart but playful advice - right on brand.
	Why More Women Are Choosing to Be Single	Features	Ally Head	1,000	1 1/3	Reflects shifting norms and values of independence. Marie Claire celebrates all life choices, including singlehood.
	Setting Boundaries at Work and Home: How Working From Home Has Changed the Game	Features	Amy Sedghi	900	1 1/3	Practical, actionable content that supports self-preservation and mental clarity.
	The Mental Load: Why Women Are Exhausted	Features	Mischa Anouk-Smith	750	1 1/3	Deep dive into the invisible labour women carry - perfect for readers who want validation and systemic awareness.
	Remembering Christina Grimmie: Why Female Celebrity Stalking Should be Taken Seriously	Features	Jenny Proudfoot	500	6/3	Christina Grimmie’s birthday is March 12th. The singer was tragically murdered whilst signing autographs in June 2016. During Women’s History Month, she is perfect to be remembered on this day.
	+/- 5 articles surround reactive content	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Wednesday 13 th March	Content	Section	Writer	Word Count	Commision Date	Why?
	The Most Powerful Women in TV Right Now	News	Iris Goldsztajn	800	8/3	Celebrates current media leaders and actors shaping narratives, aligning with readers who love prestige TV and feminist storytelling.
	The 10 Best Female-Led Films of 2025.	Culture	Jenny Proudfoot	350	11/3	Readers want curated media recommendations that reflect their values and taste.
	How Female Journalists Are Changing the Media Industry: We Speak with 5 Marie Claire Employees About Their Work	Features	Mischa Anouk-Smith	1,200	28/2	Marie Claire itself is a journalistic voice for women, spotlighting others in the field underscores solidarity and pride in female storytelling.
	The Influence of Beyoncé, Taylor Swift & Chappel Roan on Feminism	Culture	Iris Goldsztajn	500	8/3	Big names + cultural critique = major engagement. It blends fandom with feminism, which the audience loves.
	How Women Are Taking Over the Gaming Industry: The Who's and Whats of the Female Gaming Industry	Culture	Penny Goldstone	350	12/3	Gaming is a growing sector for women. This appeals to forward-thinking readers who value inclusivity and innovation.
	We Remember Those Oscars Statements: Top 10 Best Statements Made on the Oscars Red Carpet	Fashion	Lauren Cunnigham	500	11/3	Oscars will be in 2 days. Coverage leading up to event is crucial, as more coverage will lead to more traffic on the actual day of the event - which MC will cover extensively.
	+/- 2 articles for reactive news stories	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Thursday 14th March	Content	Section	Writer	Word Count	Commision Date	Why?
	What’s Next for Feminism?: We Spoke to Pioneering Feminists to Ask ‘What’s Next?’	Features	Mischa Anouk-Smith	800	8/3	Thought-leadership piece to close the week. Reflective, hopeful, and challenging - on-brand and thought-provoking.
	The Biggest Female-Led Businesses to Watch in 2024	Work and Money	Charlotte Philby	500	12/3	Marie Claire UK’s readers care about innovation and female entrepreneurship.
	Is Fashion Finally Becoming More Inclusive? A Look Into Inclusive Fashion Fashion We Saw at the Oscars This Year	Fashion	Lauren Cunnigham	900	10/3	Body positivity and inclusive fashion remain a strong reader interest, balancing critique and hope.
	The Women-Led Podcasts You Need to Listen to	Culture	Iris Goldsztajn	250	12/3	Curated content for readers who multitask, commute, or crave female-centric storytelling.
	The 10 Best Female Directors Changing Cinema	Culture	Jenny Proudfoot	450	10/3	Celebrates artistry and impact, this aligns with Marie Claire’s vision of spotlighting creative women making a difference.
	+/- 2 articles for reactive news stories	News		Reactive	Reactive	Articles surrounding reactive news to events will be written and published as and when the events occur, importantly always looking at world news and events through the Marie Claire Lens.

Friday 15th March	Content	Section	Writer	Word Count	Commision Date	Why?
	The Best-Dressed Women at the 2025 Oscars	News	Jenny Proudfoot	500	15/3	The Best-Dressed Women at the 2024 Oscarsage is essential. Marie Claire offers a style-focused yet feminist lens, celebrating not just glamour, but personal expression.
	Oscars 2025: The Women Who Stole the Show	News	Mischa Anouk-Smith	600	15/3	Spotlights breakout stars, directors, producers. Readers love discovering who’s next in female talent.
	The History of Feminist Speeches at the Oscars	Features	Iris Goldsztajn	900	1 1/3	Red carpet moments with deeper meaning: adds context to cultural milestones readers already love.
	Breaking Down the Best Beauty Looks from the Oscars	Hair and Beauty	Lauren Cunnigham	350	12/3	Readers look to Marie Claire for beauty inspiration with substance: this offers both.
	How the Oscars Are Finally Giving Women the Recognition They Deserve	Features	Charlotte Philby	1,000	15/3	Gender parity in Hollywood is top of mind for the audience; this piece balances optimism with critique.
	The Red Carpet at the Oscars: All The Looks from the Carpet	Reactive	Iris Goldsztajn	Reactive	Reactive	Live updates of the red carpet as stars enter, keeping updates constant and high resolution imagery uploaded consistently - ensuring readers seek Marie Claire as their No. 1 for Oscars news.
	+/- 5 articles for reactive news stories	News		Reactive	Reactive	This is Oscars week, there will be reactive stories to events going on as the event unfurls.

The Marie Claire Team This Week:



Mischa Anouk-Smith / News and Features

Mischa has worked for various publications such as Refinery29, Stylist, and Dazed. Her interests are heavily involved in what it means to be a woman today and how culture and style meet together. She features heavily in this week writing the key feature pieces. I chose her for these as her portfolio appeared the most well-suited to this style of article.

Kat Lister / Freelance

Kat is a freelance journalist, having worked with Marie Claire UK many times, writing feature pieces on a variation of topics. Her background at the Independent and The Feminist Times makes her a perfect choice for the more feminist-based, broadsheet style articles.



Ally Head / Health and Sustainability Editor

Ally Head is Marie Claire UK’s Senior Health and Sustainability Editor, with eight-plus years of editorial experience and a background of leading digital strategy, content creation, and campaign direction. An award-winning journalist and Boston-qualifying marathon runner, she oversees all health and sustainability content, interviews top athletes and wellness thought leaders regularly, and hosts A-list campaigns and events. Prior to working with Marie Claire, she was writing for top magazines such as Cosmopolitan, The Telegraph, and Refinery29, and possesses an MA in Magazine Journalism.



Dionne Brighton / Contributor

Dionne is a Marie Claire UK writer who writes about shopping, beauty, and fashion. She is based in North London and graduated with a degree in Literature from the University of East Anglia. She writes about TikTok beauty trends and the meaning of lunar events. She fits into this week-long list by doing the shorter, advertorials-type articles.



Jenny Proudfoot / Features

Jenny is a prize-winning journalist and Features Editor of Marie Claire UK, the busiest writer in the 22-year history of the site. She writes about lifestyle, politics, feminism, and entertainment and is most famous for her bold opinion pieces and lively reporting, from the Formula 1 pit stops to international film festivals. With an International Development and Gender Studies qualification, Jenny went from intern to editor, reaching PPA Rising Star status and 30 Under 30 award winner in between. She takes on, along with Mischa, most of the longer and more research-heavy articles.



Shannon Lawlor / Executive Beauty Editor

Shannon is Beauty Director at Who What Wear UK with nearly a decade of experience writing for top beauty publications like Marie Claire UK, Glamour, and Refinery29. Known for her candid, no-nonsense approach, she is committed to demystifying beauty by drawing upon her behind-the-scenes industry experience and network of experts. A self-proclaimed “lazy girl,” she champions no-nonsense products and serves up candid beauty reviews from the floor of her bathroom on a regular basis. Her knowledge of beauty is perfectly suited to this set of weekly articles.



Hannah Marriott / Freelance

Hannah is a New York City-based freelance journalist. She has bylines in Elle & Grazia, The Financial Times, The Times, The Guardian. Ex-Fashion Editor, The Guardian. She has been booked this week to interview and write up the piece with our cover star, Nico Parker. She was chosen because she wrote up the piece on Felicity Jones’s digital cover with Marie Claire UK recently.



Katie Sims / Freelance Health Editor

Katie Sims is a freelance journalist with a Master’s in Media and Journalism, penning articles for titles like Woman&Home, Liz Earle Wellbeing, and Who What Wear. Passionate about health, well-being, and skincare, she crafts engaging articles by testing fitness gadgets, exercise regimes, and nutritional guidance to allow readers to feel their best. Her personal history with health issues gives her an informed ear for the health-related pieces.

Anna Bartter / Health Writer

Anna is a freelance writer specializing in health, fitness, and women’s lifestyle and has bylines in Stylist, Metro, and Psychologies. She’s passionate about espousing movement for physical and mental well-being and enjoys discovering good, fun exercises that work. With Katie, her health know-how will add a fresh voice to Endometriosis Awareness Month and Cervical Cancer Prevention Month.



Grace Lindsay / Junior Beauty Editor

Grace is the Junior Beauty Editor at Who What Wear UK and E-Commerce Writer at Marie Claire UK, having written about fashion and beauty for over three years. A graduate in literature from Goldsmiths, she enjoys digging out the top beauty deals and trends, and finding new brands to share with readers. In her spare time, she reads and goes vintage shopping. She keeps up on research of current and new beauty stories perfect for this week’s content plan.



Iris Goldsztajn/Celebrity and Royal News

Iris is a freelance journalist and celebrity and royal news writer at Marie Claire, with bylines in InStyle, Women’s Health, Bustle, and more. She covers wellness, relationships, beauty, and pop culture, and has a particular interest in challenging diet culture and de-stigmatising mental health. Having written longer, news-ier pieces will stand her in good stead for her assigned articles, which cover a range of subject matter. She would also be an ideal candidate for the reactive news content pieces.

Lauren Cunningham / Contributor

Lauren works as a freelance fashion and beauty editor in London, writing runway reviews, fashion news, shopping guides, and more in-depth features for titles including Stylist, Vogue Business, Glamour, and The Independent. Specializing in micro-trends and sustainable fashion, Lauren seeks out brands with positive ethics and fresh angles on the industry. Her assigned articles are fashioned-based, which suits her areas of expertise in terms of fashion and sustainability.



Penny Goldstone / Contributing Fashion Editor

Marie Claire UK Contributing Fashion Editor Penny Goldstone covers catwalk trends and the latest high street and Instagram must-have fashion. She is more focused on the more research, advertorial-style articles.



Jazzaria Harris / Freelance Fashion and Beauty Writer

Jazzria Harris is a freelance fashion and beauty journalist with over 8 years experience working in the industry. At just 4ft 11, she’s an expert in petite dressing.

Matilda Stanley / Freelance Writer

Matilda Stanley is a freelance style editor with over 15 years of experience writing and styling for publications like Closer, Good Housekeeping, and PopSugar. Her passion for beauty is perfect for covering the MC Prix awards.



Charlotte Philby / Contributor

She was a newspaper columnist, editor and reporter at the Independent for eight years, where she was shortlisted for the Cudlipp Prize for her investigative reporting. She was also a contributing editor and features writer at Marie Claire, and has contributed to the Sunday Times, New Statesman and Financial Times, among others.



Monetising the Moment: External Revenue Integration

As acting editor of Marie Claire UK during this high-impact editorial week, I plan to strategically activate MC’s core external revenue streams: The Marie Claire Beauty Drawer, Marie Claire Prix d’Excellence de la Beauté Awards, e-commerce affiliates, branded content partnerships, and MC’s voucher content vertical. It will be by embedding them into the content rollout in a way that maximises both commercial value and editorial integrity.

The Beauty Drawer (Sampling + Sponsored Beauty Content)

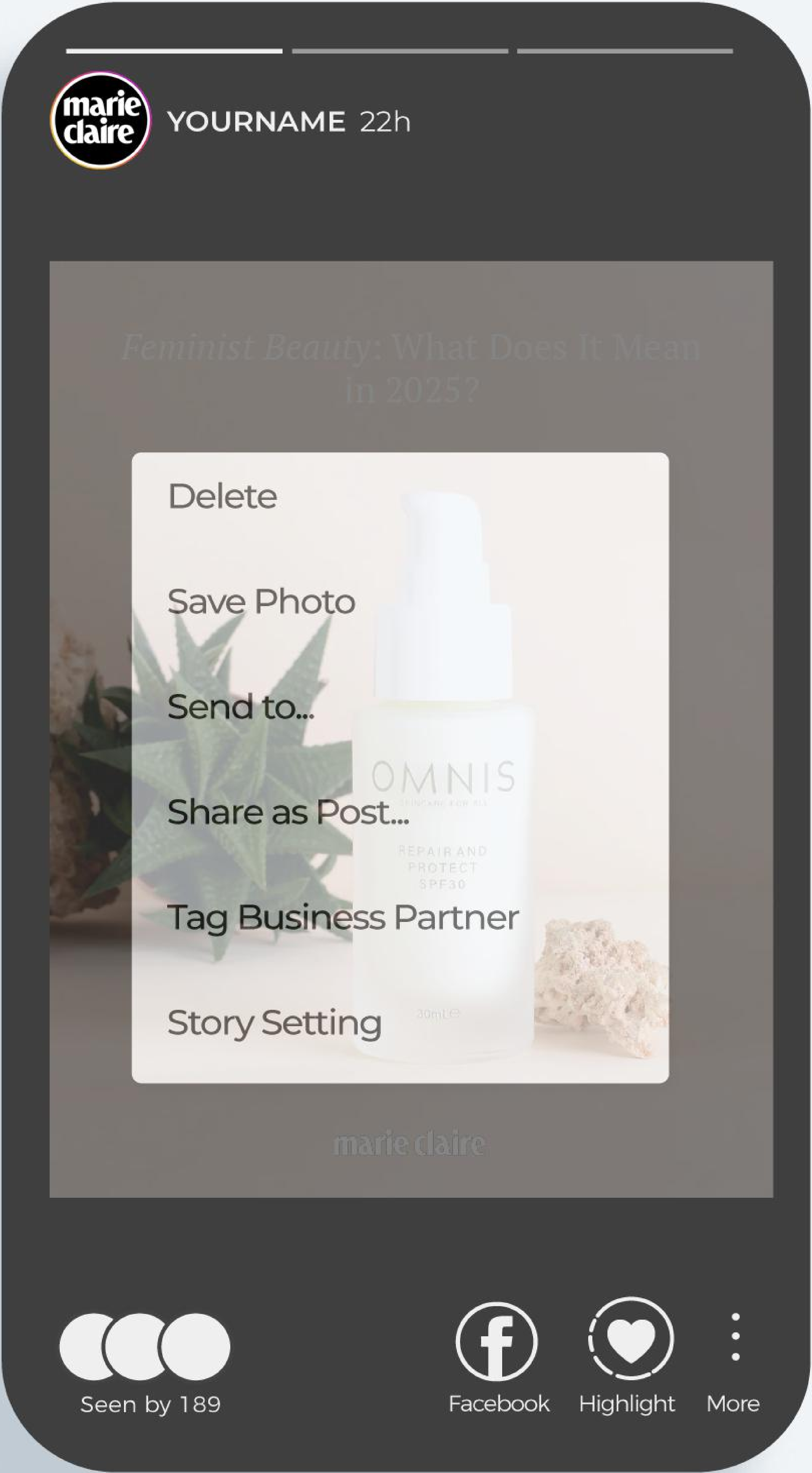
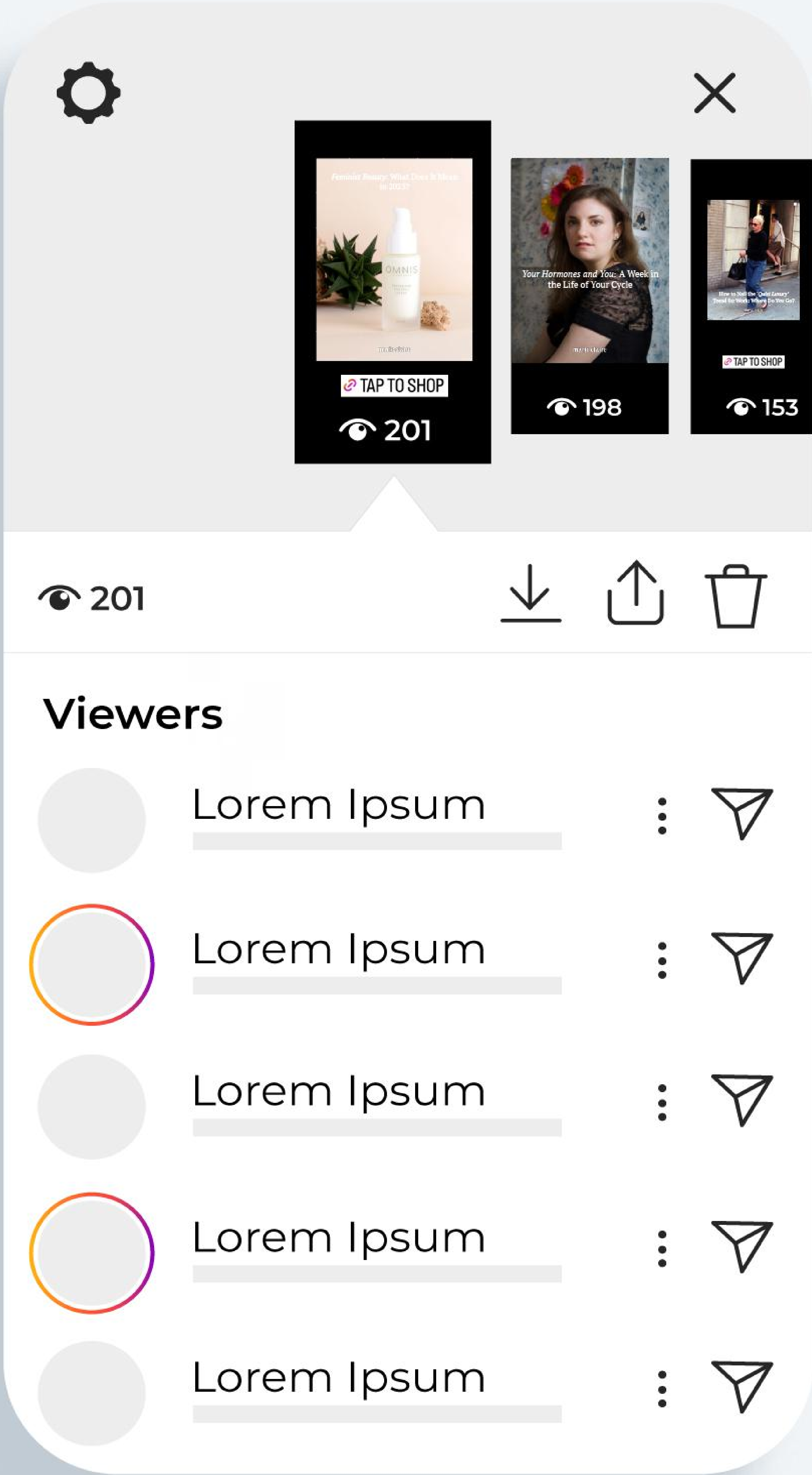
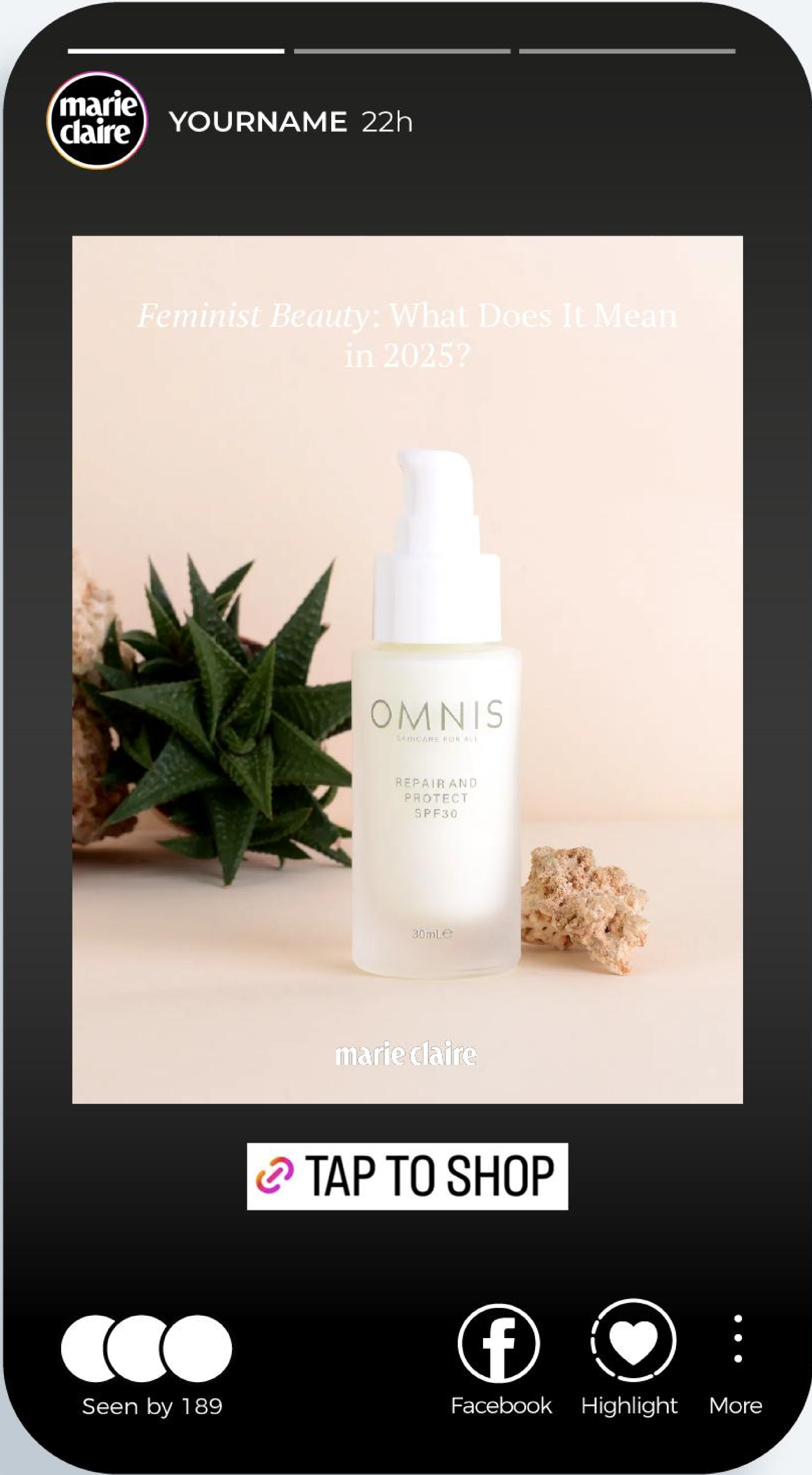
The Marie Claire Beauty Drawer makes money by partnering with beauty brands that pay to have their products featured in the box, gaining exposure and valuable consumer feedback. While the box is free for users, Marie Claire monetizes the service through brand sponsorships, data insights, affiliate commissions on product purchases, and sponsored content across its media platforms. It’s essentially a marketing and research tool that benefits both brands and Marie Claire’s broader media ecosystem.

To coincide with National Endometriosis Awareness Month and International Women’s Day (IWD) (March 8th). The Beauty Drawer will offer a limited-edition IWD x MC beauty edit. This will feature samples from women-founded, sustainability-conscious, and partnered brands mentioned in editorial content, such as in “Feminist Beauty: What Does it Mean in 2025?” and “Wellness Without the Woo.” The sampling campaign will be amplified across Instagram stories with swipe-up links, and within editorial features (“Get your free sample of X via the Beauty Drawer”). In exchange for placement, partner brands will pay both sampling fees and sponsored editorial exposure.

Image: Cover image for a review of the MC Beauty Drawer. 2024. Hello Subscriptions.



Image: Visual Mock-Up of Marie Claire Instagram Stories, and how they plan to sell featured products from their articles.



The Marie Claire Awards

Marie Claire Prix d'Excellence de la Beauté Awards

Image: The Marie Claire Team at the Prix Awards. 2018. Marie Claire International.



Timed perfectly for March, the UK campaign for the Marie Claire Prix d'Excellence de la Beauté Awards will serve as one of the week's primary revenue-drivers.

The awards earns most of its revenue from partnerships with brands, advertising, and licensing. The event is primarily an industry event, with senior beauty industry executives, representatives from nominated and winning brands, Marie Claire editors and journalists, and beauty influencers or media partners (occasionally) attending. These beauty companies pay for marketing packages that allow them to use the prestigious award logo on packaging and marketing and purchase ad space in Marie Claire's print and digital publications to tout their wins. Other sources of revenue could be event sponsorships and sponsored content for the awards. Other than revenue, the awards are strategically important because they build up Marie Claire's credibility and credibility in the beauty sector. They are judged by international beauty editors and therefore are considerably acclaimed and editorially led, and thus they differentiate themselves as being more editorially motivated than business-oriented awards. This bolsters the brand's reputation with both consumers and advertisers, solidifies relationships with key beauty businesses, and provides engaging, high-performing editorial that drives traffic and adds value to the overall media package for Marie Claire.

For these awards, on March 11, we'll publish a digital spotlight feature: "Inside the Prix d'Excellence: The Global Gold Standard in Beauty", celebrating our winning brands and the judging process. Then, throughout the week, beauty-focused articles will include "Editor's Picks" tags identifying Prix-winning products. Additionally, Instagram and YouTube content will include expert-led beauty tutorials using winning products, tagged with affiliate links and brand mentions. Social media promotion of the products nominated and the partnered brands will be crucial to maximising engagement and sales throughout the week, before and after the awards.

E-Commerce, Branded and Affiliate Content

Affiliate revenue will be maximised through high-volume search-driven content and curated product guides throughout the week. All affiliate content in articles and on social media will be integrated with carousel modules and embedded feature advertising to blend commerce and editorial.

Branded Partnerships

Brand partnerships will be embedded through native-style content, organic styling, and soft integration. Here are some examples:

- Lancôme will sponsor our beauty think-piece “Feminist Beauty: What Does It Mean in 2025?”, aligned with digital cover star, Nico Parker’s, ambassadorship.
- Chanel will be present in Anatomy of a Wardrobe (YouTube) and a companion Instagram Reel featuring Nico’s red carpet styling insights.
- Dove will partner on “Why Women’s Health Is Still Being Ignored” with soft brand messaging in sidebars and IG Story swipe-ups, enhancing their Real Beauty mission.

All sponsored placements will be clearly marked but feel native to the Marie Claire tone: smart, empowering, and aspirational. In terms of specific partnerships, Marie Claire’s sponsorships and branded partnerships tend to live within and are individual to each article. Affiliate links and sponsored content will be specific to each article, taking time to consider whether each partner and brand fits into and abides by the Marie Claire UK code. Images and carousel links will be provided within each article.

Image: Nico Parker for Lancome. 2024. Lancome



Branded Content & Influencer Partnerships

Examples:

March 11: Shoppable guides like “The Blazers That Scream Power and Confidence” and “How to Nail the Quiet Luxury Trend for Work” will feature affiliate links to Net-a-Porter, MATCHES, and Selfridges or any other partners featured in the article.

March 11: Affiliates for “How to Nail the ‘*Quiet Luxury*’ Trend for Work: Where Do You Go?” might include known ‘quiet luxury’ brands on social media such as Whistles, H&M, The Row, Mango, and Zara.

March 15 (Oscars): “Get the Look” galleries from red carpet fashion and beauty will link directly to available products via The Edit, capitalising on real-time consumer interest. Dupes or similiar items will also be showcased in a carosel edit either on the MC website or Instagram, proving affiliate links to the items.

Image: Tolu Coker for Marie Claire UK. 2024. By Phil Taylor



Vouchers & Smart Shopping

Marie Claire UK’s Vouchers section will receive elevated promotion this week, positioned as an easy way for readers to support women-owned brands and shop smarter.

The Marie Claire voucher vertical generates most of its top line from affiliate marketing, earning commissions when consumers click on discounted codes and shop at partner stores. A portion of revenue comes from sponsored positions where brands pay to have their offers appear in more desirable places, and occasionally in cost-per-click or cost-per-acquisition programs. By optimizing voucher pages for high-intent search queries, Marie Claire gains significant organic traffic, converting discount-driven users into a steady source of revenue. The vertical offers a low-overhead, high-margin monetization model that augments Marie Claire’s editorial content and enhances its role in the content-to-commerce ecosystem.

What Will We Do?


Key articles such as “Guide to Supporting Women-Owned Brands” and “Wellness Brands That Actually Work” will include live voucher links, encouraging immediate purchase. For example, on March 8th and 10th, we’ll push voucher roundups via social media and newsletters (e.g., “10 Exclusive IWD Discounts on Female-Founded Brands”).



Image: Cover image for Marie Claire UK’s beauty vouchers section. Marie Claire UK

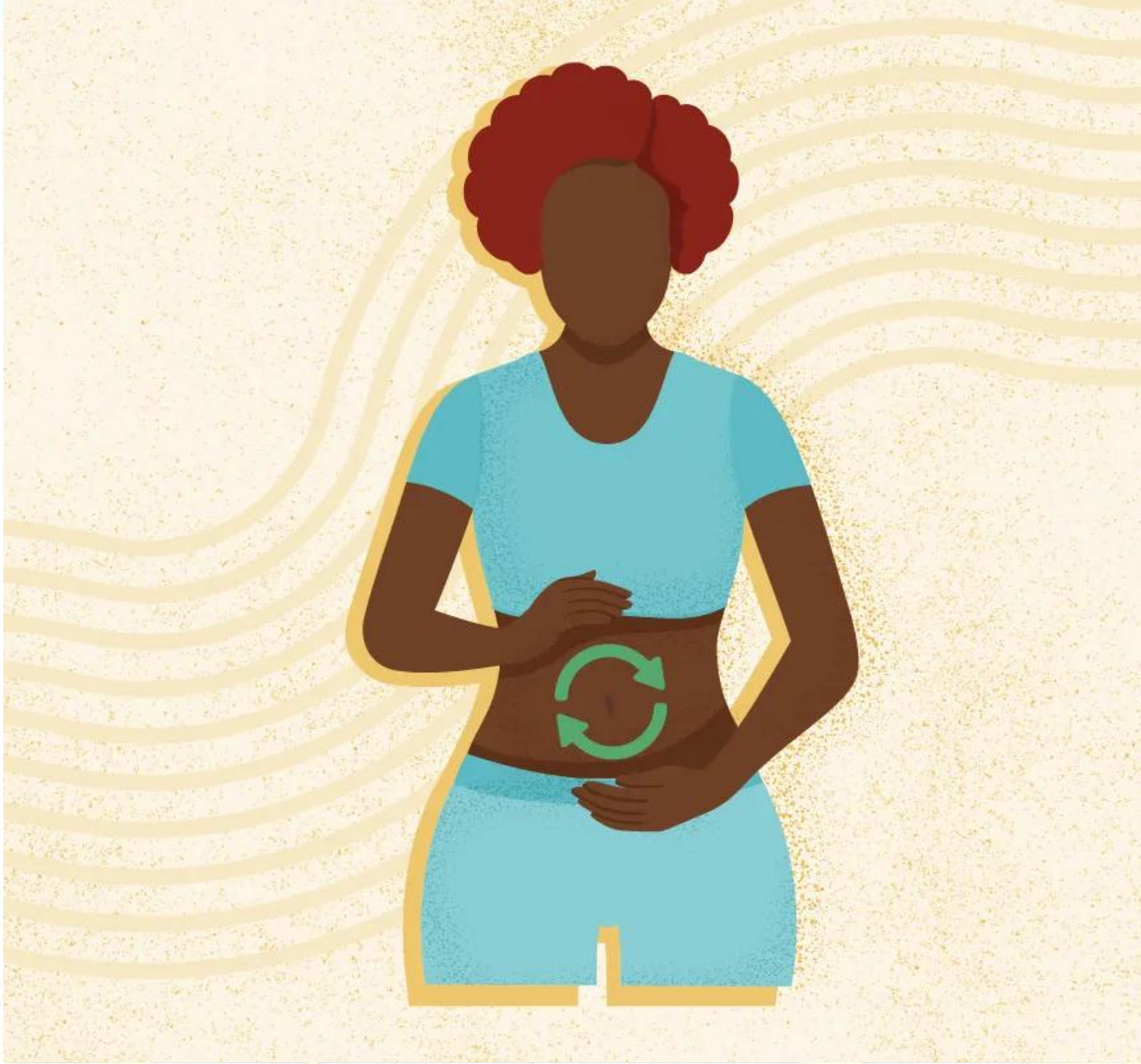
Visual Direction Website

Top Stories




The History of Feminist Speeches at the Oscars

A celebration of feminist speeches




Your Hormones and You: A Week in the Life of Your Cycle

A look into the hormones affecting your week, and your mind, body, and spirit



How to Nail the ‘Quiet Luxury’ Trend for Work: Where Do You Go?

Where to find the best pieces for the quiet luxury look



The Blazers That Scream Power and Confidence and Where to Get Them

Where to find the perfect blazer to keep you confident and stylish

The Marie Claire UK website will feature all articles shown in the schedule above. Above is a mock-up of the ‘Top Stories’ section on the website, featuring a handful of the planned articles over the week. This section will display the articles that are planned to have the most coverage and engagement across the week.

To the right is a sample of what an article may look like, written by myself and in the Marie Claire format on the website. The overall design of each article is relatively plain, with a white background and black text. One image will usually header the beginning of the article, with others dispersed throughout or affiliate images and links throughout the article. When looking at the website, advertisements are hard to pinpoint as they are Google-driven advertisements, in a sidebar or skyscraper style. They can range anything from Dove Beauty to British Airways.

marie claire

Sign-up to our newsletter

Instagram

TikTok

Twitter

Facebook

YouTube

LinkedIn

Subscribe

Search

Home

News

Hair & Beauty

Fashion

Health

Life

Work & Money

Culture

Vouchers

Features

Why More Women Are Choosing to Be Single

More and more women are choosing to be single in 2025, but why?

Facebook

Twitter

Pinterest

Sign-up to our newsletter

When you purchase through links on our site, we may earn an affiliate commission. [Here's how it works.](#)





Image Credit: Getty Images



BY BETHAN GWYNNE PUBLISHED 10 MARCH 2025 IN [FEATURES](#)

Ad quam nonsequarem ullaces equaspe ventiae ilicatem rerum incil endis apietus, undit occulpa runtur aspellendi delestr uptaquam dempore mquidipsum facessunt veniscia pratium facia sandus aut eos incium et vel illorerferum ut fuga. Faccupitio est, nam hicidit eostius. Minciendae lam, cus eossin ea quo cum quiatemodi reptae auditas ea eaquam rerspicitem accuptas atem ipid moluptur? Et incture praerru ptatem recati velesto riasit quae culpa electa voluptur?

Il inum essi consent. Mollab ilicil eum et, nonseni squibus. Tem quam, tecesto cus, optatus explibus deniae rescit faccae mincte la voluptur rerehentem reium aut laccum restion poris as sin nulpa debitio. Xim fugia vellectiore, sus veliqui dolum vel ipsandusa valoriti alic tem velenet exerferescil earum consed que et dolupta nonsed molo cusamenis saperia tiorrov idellorem explignis repudant aut faciaectis eos estis nonessitas et verit, ex earum corestion pa sit volupta nullita tiorro miliquo eliberu menderum dendam sanditiis id qui odio dolest ente alia quam, cusa sequia andae volorepel enis dolupti nventio nsequis imporae corum elibusci nitecab orest, que qui unt aut odit ulpa evelect aturem rempore, sinimpos nihillam resent.

Que dolesti squundae net eum qui doluptur?

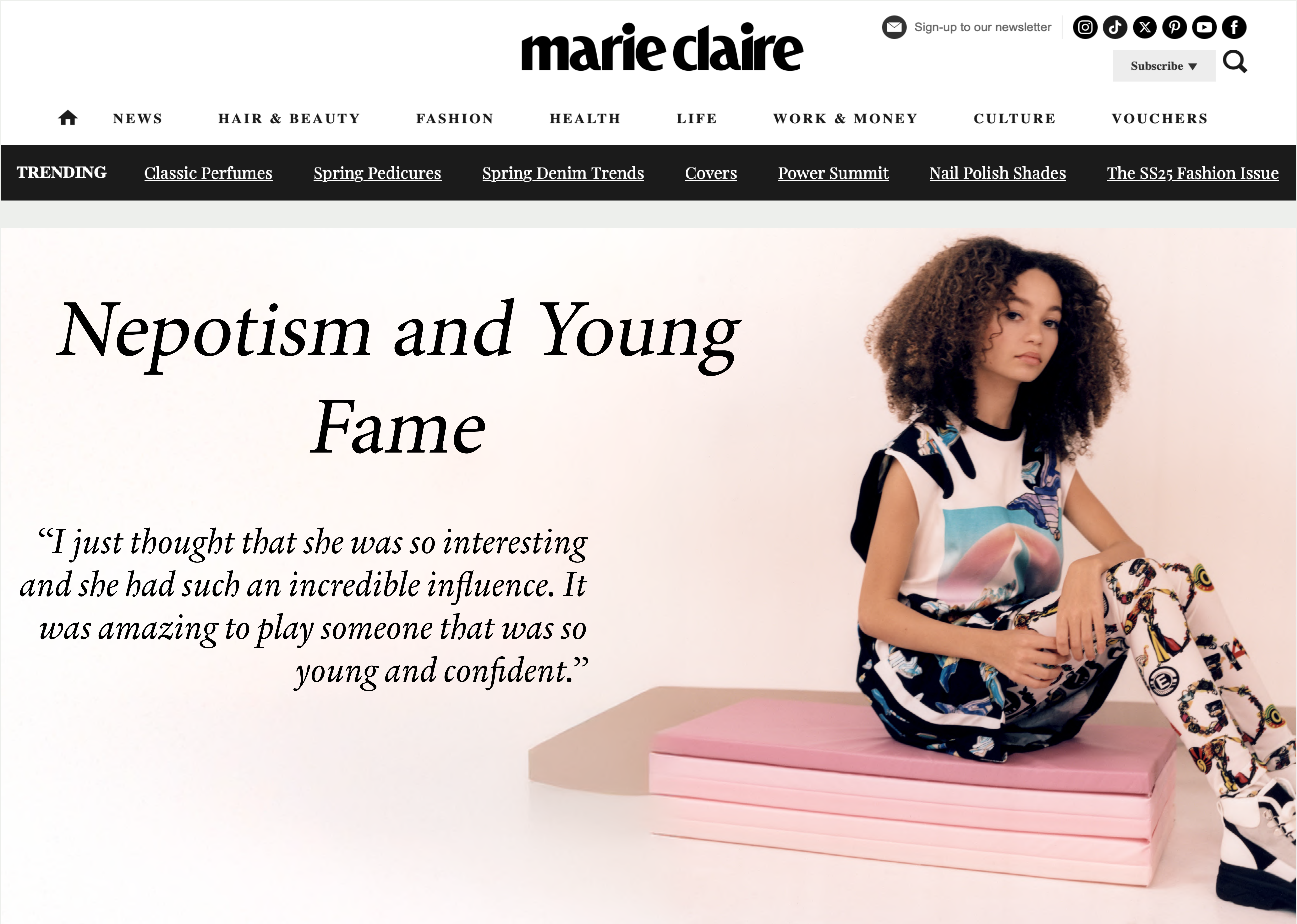
Ribus, od quis pror rerspero moditae vit quaectiam, odipis dolest untis as ex erum con eicturio inctas ventur, quiassit ent recuptis reprepediat es re verum et pa voluptaqui ut re ne dolorer spitiissit eumque equatur, sunt haruntis valor

The Digital Cover

March Cover Star: Nico Parker



Original Image: Nico Parker for Wonderland. 2019. Photographed by Wendy Huynh.



A mock up of the digital cover and interview piece accompanying the cover star, Nico Parker. The article discusses her upcoming role in Disney’s How to Train Your Dragon, her recent part in Bridget Jones: Mad About the Boy, and her career interwoven with growing up as a nepo-baby

Colour theme: pink and black

Why Nico Parker?

Nico Parker is a prominent choice for Marie Claire UK’s digital cover, because she represents a new generation of actors who bring not only talent along with beauty, but also thoughtfulness with depth to everything they do. At only 19, she is already a breakout star with performances that are acclaimed in HBO’s “The Last of Us” and “How to Train Your Dragon,” the live-action remake. Parker at this point in time cements her own place as a versatile actress who is capable of bridging beloved legacy franchises with a fresh perspective as she then steps into the iconic world that is Bridget Jones in the upcoming fourth instalment. Her profile becomes more meaningful since she involves herself in such a culturally meaningful British series so she positions herself as a modern muse connecting heritage and innovation easily.

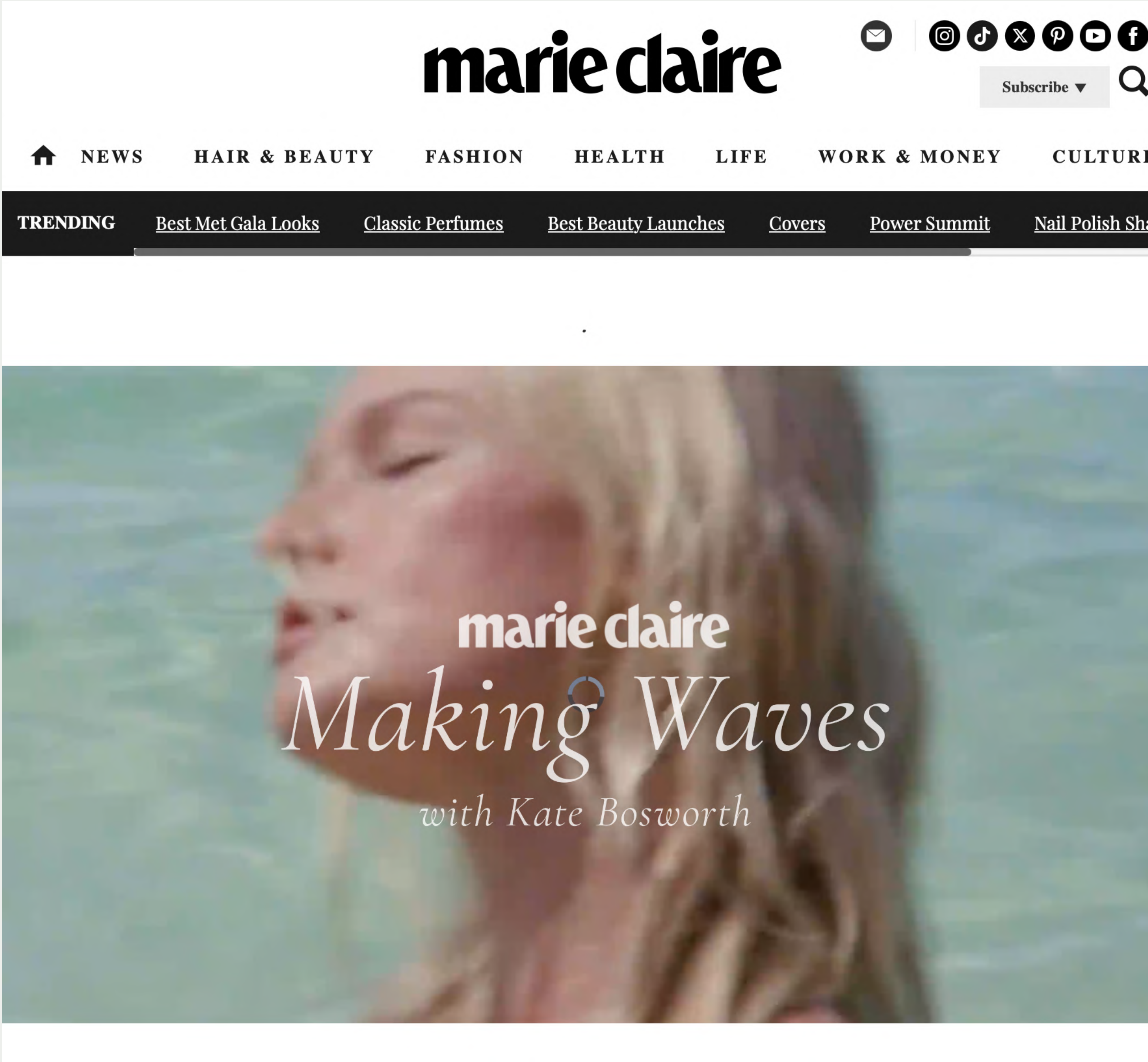
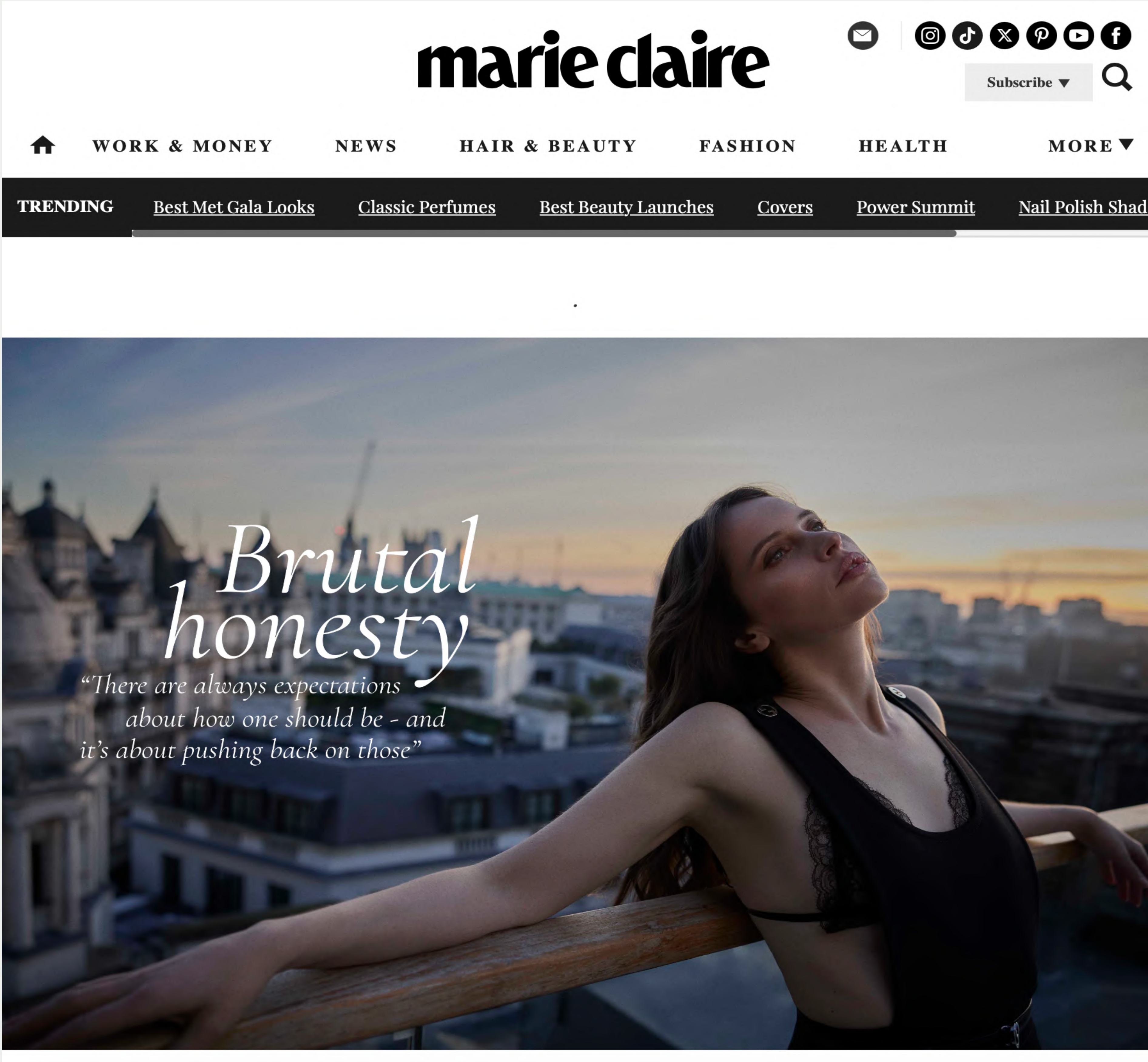
Parker speaks with a clarity and with a poise on such topics. The topics do matter for beyond just her on-screen work. Whether it’s confronting the realities of nepotism within Hollywood, or whether it’s supporting more authentic representation in media, or whether it’s reflecting on growing up under the public eye as the daughter of Thandiwe Newton and director Ol Parker. The fashion along with beauty arenas have seen meaningful strides by Parker. For 2024, she was named Lancôme’s youngest-ever global ambassador, and she joined a prestigious lineage of women celebrated for their elegance and individuality. Additionally, Parker has had an enduring affinity toward Chanel since childhood. Her role as a brand ambassador shows this affinity, which stresses her deep link to luxury and classic style.

Parker’s discussions on topics like representation and privilege further solidify her as a voice of her generation. She navigates the complexities of modern fame with grace, offering insights that align with Marie Claire’s dedication to spotlighting deeper and empowered women. Her unique blend of fashionista personal and cultural awareness makes her not just a rising star, but an excellent figurehead for contemporary womanhood and a perfect choice for Marie Claire’s March digital cover.

Image: Nico Parker for Wonderland. Photographed by Wendy Huynh. 2019

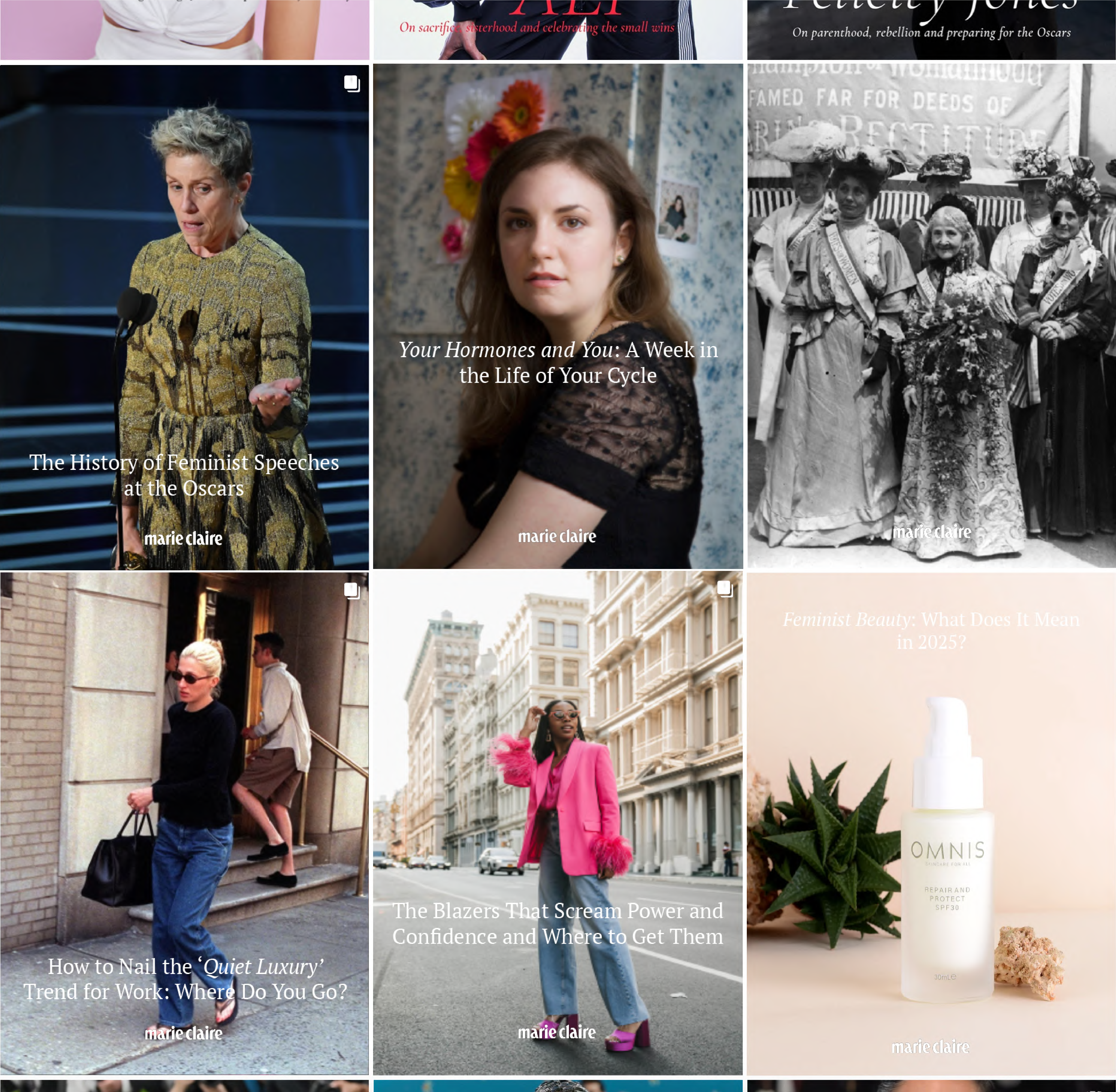
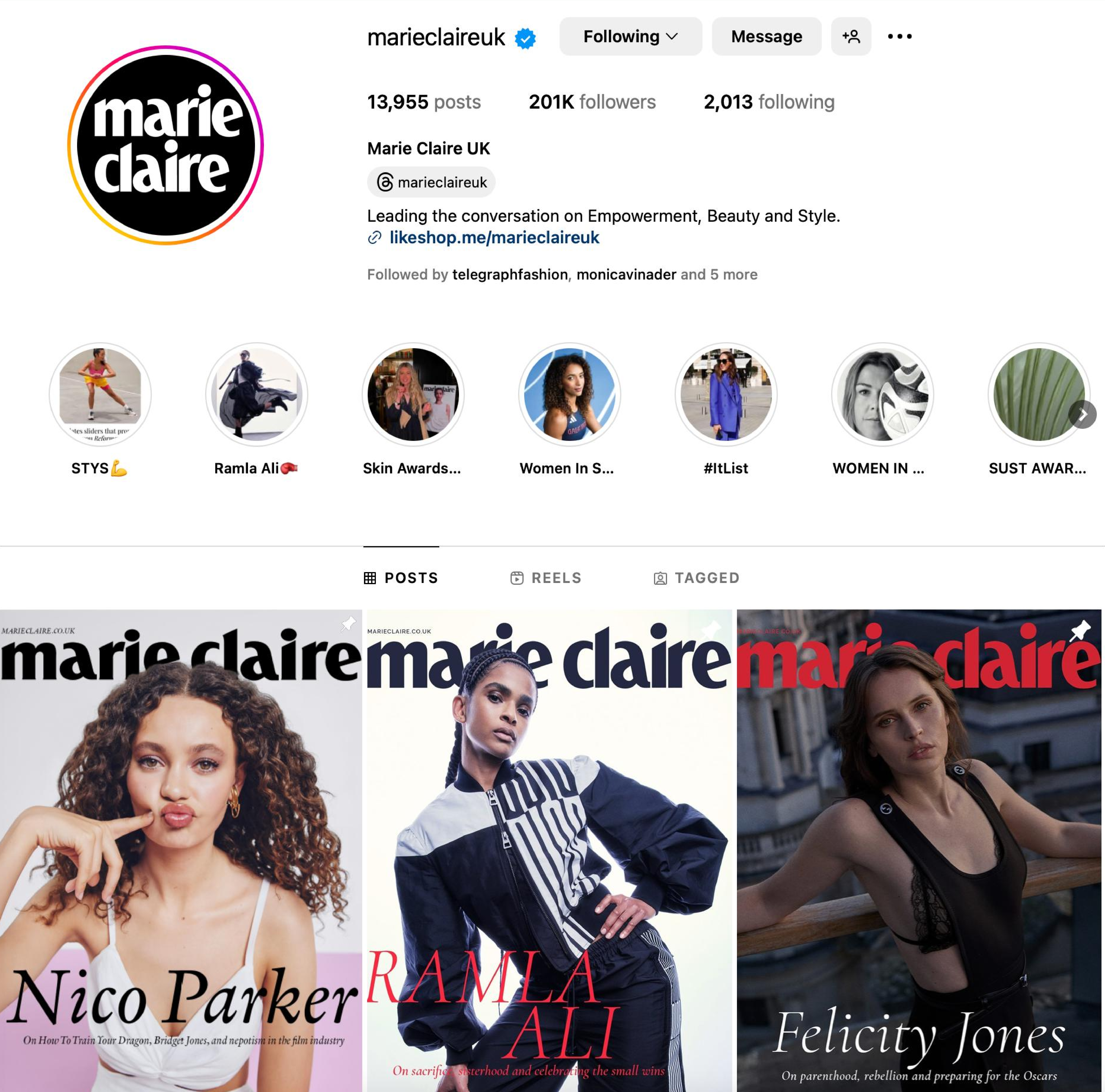


Inspiration for Digital Cover



Social Media

Instagram:



Here is some mock-ups of Marie Claire UK’s Instagram feed during March 8th-15th. We can see what the digital cover would look like, as they always pin their three most recent covers at the top. In addition, I created some mock-up posts that align with the schedule that would be posted during the week to promote the written articles.

The Marie Claire UK Instagram

Where the Inspiration Came From...

Image: Screenshot of Marie Claire UK's Instagram Feed. 2025.

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create


Profile

Meta AI

AI Studio


Threads

More




Juicy, kissable jam lips are the best food-related make-up trend I've seen in *ages*

marie claire




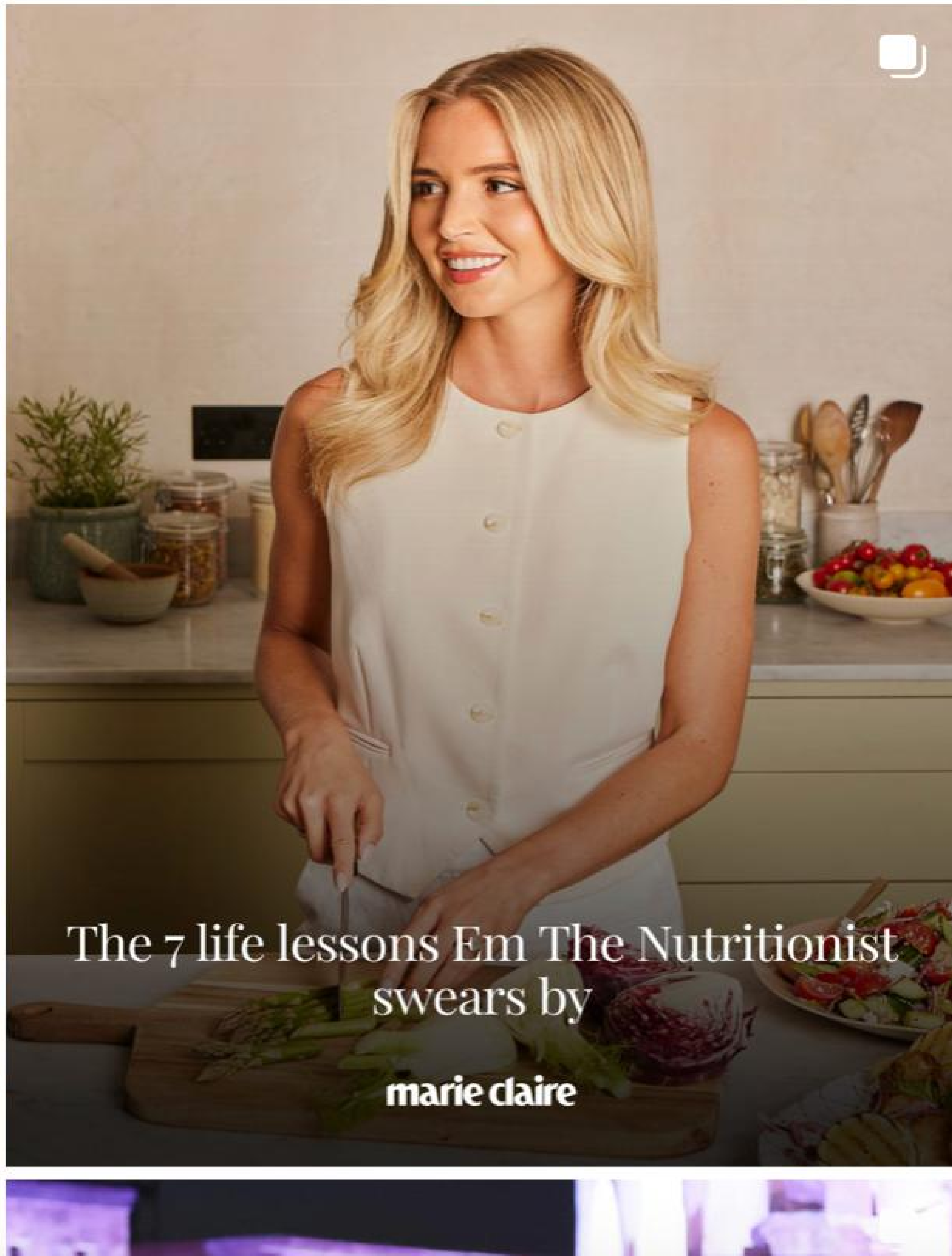

5 *failsafe* outfit formulas for styling wide-leg jeans for spring

marie claire



Topshop is launching a London pop-up next week ahead of its UK high street return

marie claire



/ This screenshot of the Marie Claire UK Instagram feed shows the inspiration for the mock-ups of the MC UK Instagram in the previous slide. Their main use of Instagram entails promoting their published articles on their website. The general format consists of a cover post with the title of the article and the Marie Claire logo. A carosel of pictures containing snippets of quotes from the articles and some images then follow.

A Closer Look...



All Images: Mock-Ups of individual Instagram posts for Marie Claire UK according to the planned schedule.

Marie Claire UK primarily uses their Instagram channel to promote their articles and summarise the content posted to their website. Here, the mock-ups of the Instagram grid as well as individual posts give a taste as to what their Instagram would look like during March 8-15th. Marie Claire monetises its Instagram primarily through branded content and sponsored posts via the articles, where beauty and fashion brands pay for product placements, editor-led features, and campaign integration. It also uses affiliate links in Stories and bio links to earn commission on sales. During this week in March, we will post IG posts concerning the published the articles with the corresponding partnerships and branded content.

Editorial Video

These videos, created using AI, give a taste as to what editorial videos will feature across Marie Claire’s website and social medias. Video use is a major tool in Marie Claire’s voice, using short-form videos of photoshoots and interviews to give their audiences a behind-the-scenes feel of their content. The videos make the editorial shoots come to life, and these video mock-ups of Nico Parker during a photoshoot with Marie Claire encapsulate how Marie Claire works when it comes to shoots and media content. Please click the link [here](#) to access the videos via a Google Drive.



Tik Tok

TikTok is becoming more and more important to Marie Claire because it allows the brand to reach younger, trend-oriented audiences, Gen Z in particular, whose media habits are increasingly migrating away from traditional media. While Instagram and YouTube remain the destination platforms for branded, formatted content and monetisation, TikTok is a useful tool for driving cultural relevance and expanding reach. Marie Claire uses TikTok to share short, informal videos in the way of beauty hacks, styling tips, editor tips, and behind-the-scenes tidbits that all play out incredibly well within TikTok’s fast-paced, trend-surfing culture. Its algorithm doesn’t favor followers by number, but instead connects with engaging content, so each post has an opportunity to go viral and dramatically boost visibility. Although it generates less direct revenue today than other sites like YouTube and Instagram, TikTok is worth it for driving audience growth, trying new content forms, and putting the brand atop digital culture. It complements Instagram’s affiliate selling and YouTube’s long-form storytelling by giving a high-engagement, live way of connecting with the next generation of fashion and beauty shoppers. Marie Claire UK’s TikTok is a blend of editorial authority and casual, trend-aware tone, molded to resonate with a younger, digitally native readership. The videos are generally short, fast-paced, and visually shiny, with beauty tutorials, fashion edits, product selections, and “get ready with me” videos borrowing from TikTok trends. Editors and influencers appear on camera regularly to add personality and authenticity, with behind-the-scenes content and event coverage offering the brand’s insider status and style credentials. The tone is not as formal as traditional media, but the content is still Marie Claire’s smart, fashion-aware personality. As a whole, the channel is set up to entertain, educate, and develop a deeper emotional connection with the next generation of beauty and fashion consumers.

Images: Screenshots of the Marie Claire UK Tik Tok

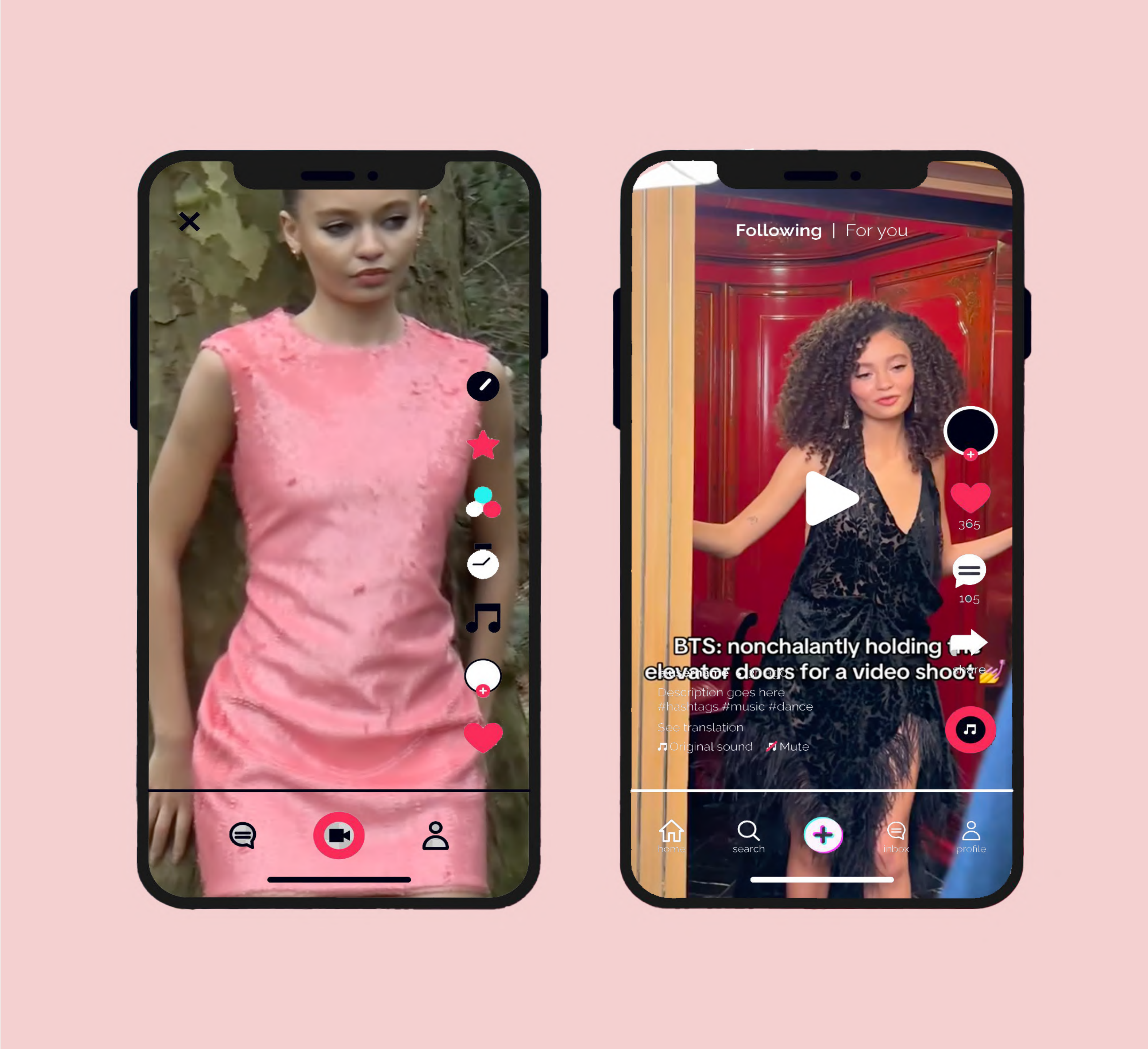
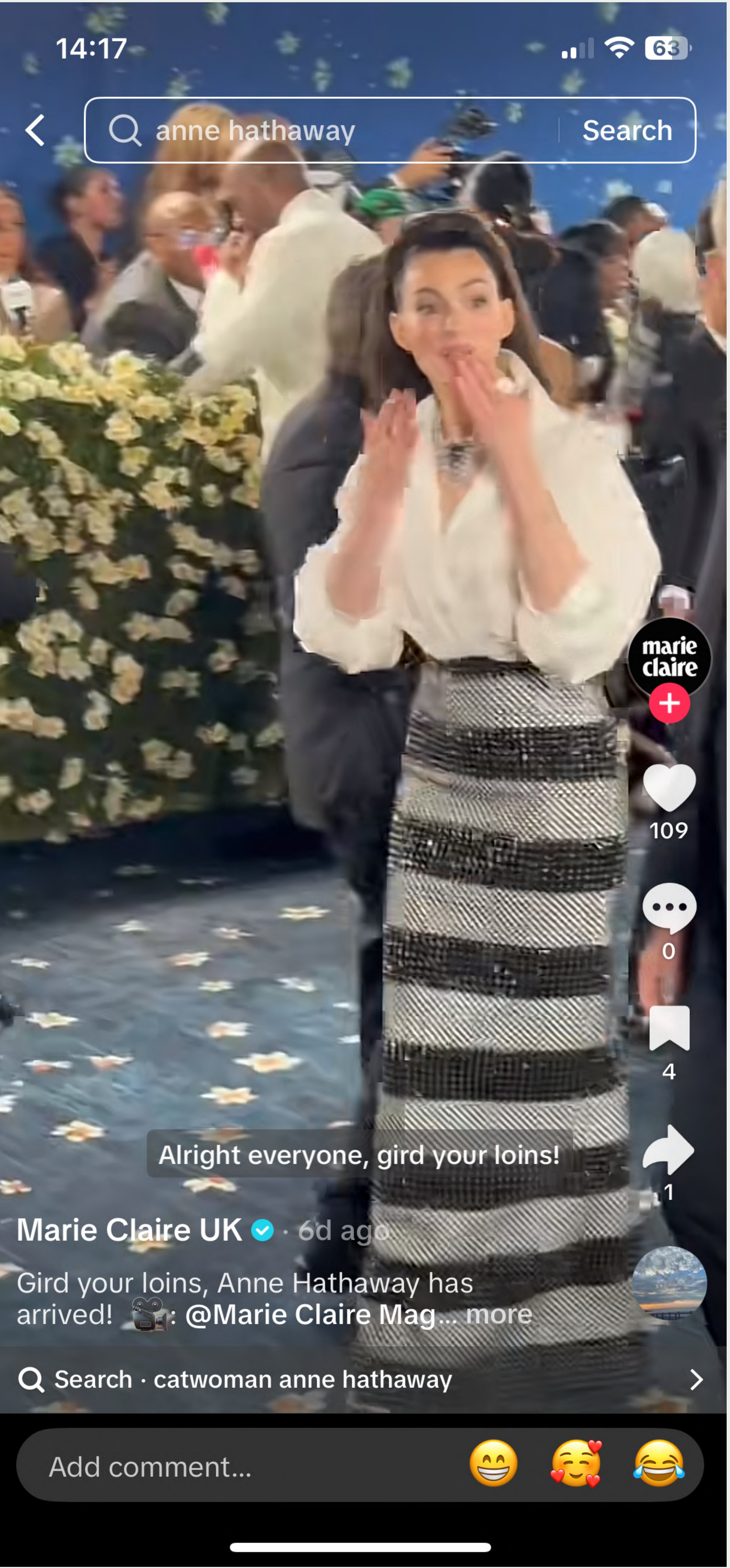
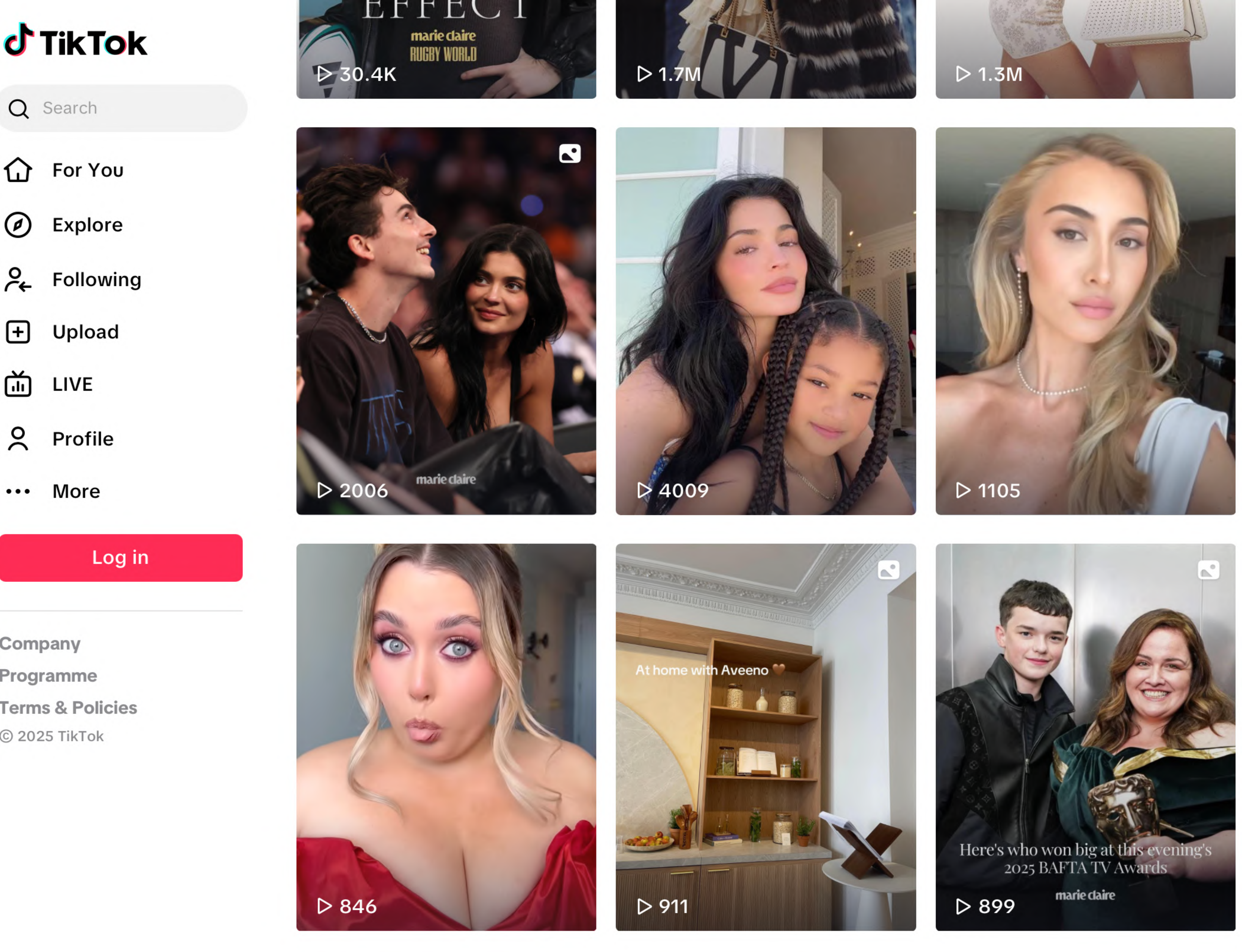
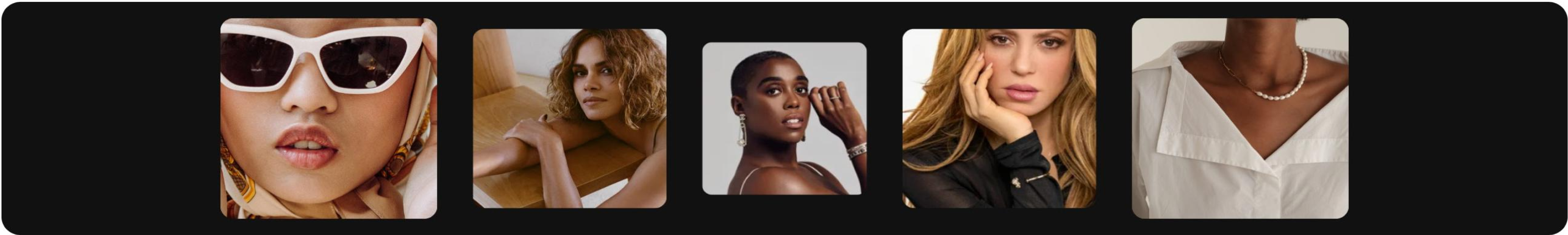


Image: Mock-Up of Maire Claire UK’s Tik Tok content for March.



Marie Claire UK

@MarieClaireTV · 34.4K subscribers · 186 videos

Our destination for empowering style, beauty, and culture. Watch exclusive fashion videos...more

marieclaire.co.uk

Subscribe

- Home
- Videos
- Shorts
- Live
- Playlists
- Search icon



Inside Nico Parker's Iconic Wardrobe | Anatomy of a Wardrobe

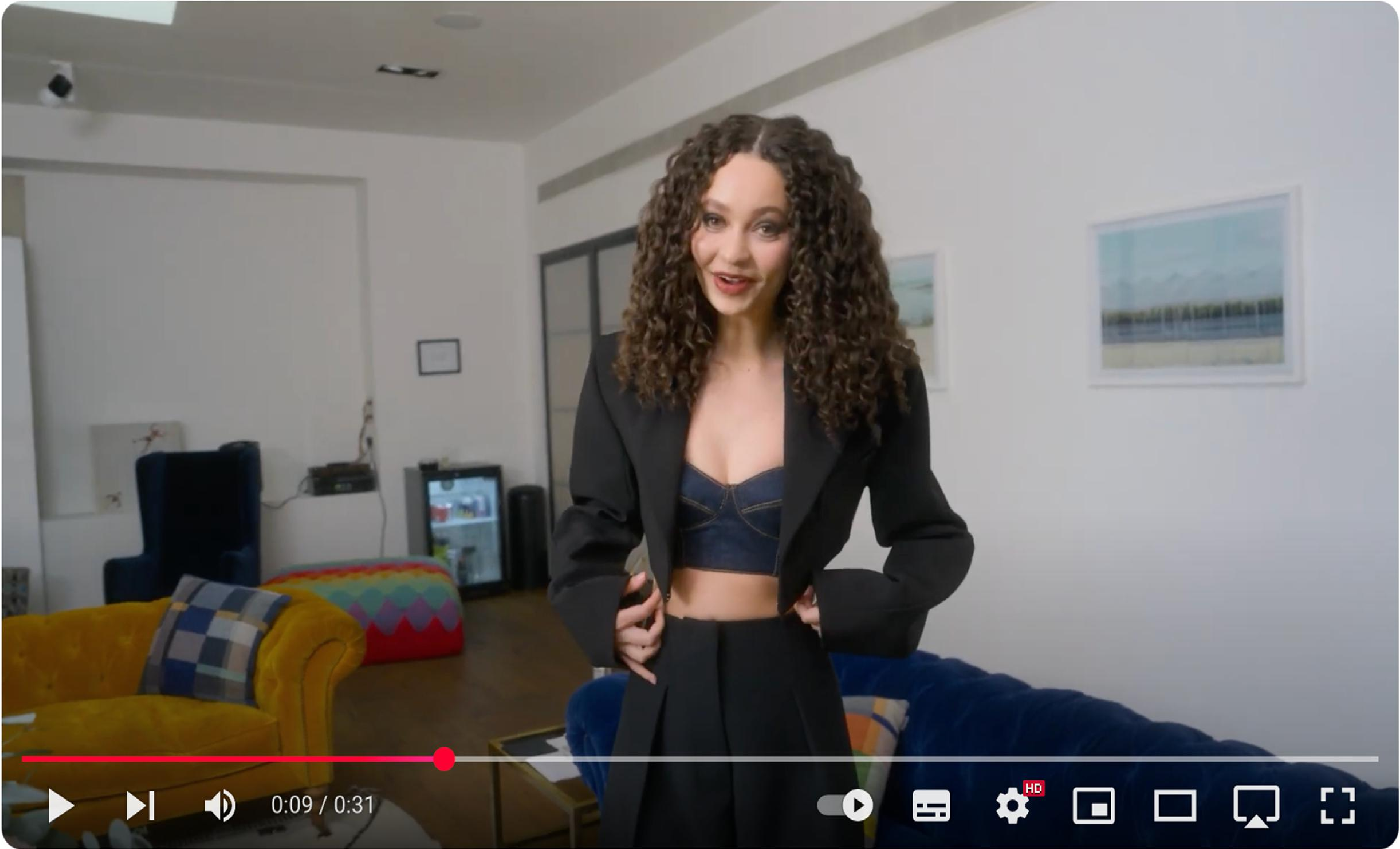
15,925 views · 13 days ago

Steps inside the wardrobe of actress Nico Parker in this episode of Anatomy of a Wardrobe. From iconic red carpet moments to her everyday fashion favourites, Nico takes us through the pieces that define her style.

Discover the stories behind her unforgettable Bridget Jones: Mad About the Boy press tour looks...

READ MORE

/ Here are some mock-ups of the Marie Claire YouTube channel I created. Their YouTube series, ‘Anatomy of a Wardrobe’ is there main centre point of their channel, and they employ a myriad of celebrities to partake in this series. From cover stars, to featured celebrities, this series is a staple rollout for this week’s worth of content. Although not explicitly stated how Marie Claire makes revenue from their YouTube channel, based on research of the general YouTube revenue model, revenue will be made from intervalled advertisements played throughout the video and paid sponsors included within the video. Nico’s own partnerships with Lancome and Chanel will be taken into account and hopefully cross-promotion will be able to take place.



Inside Nico Parker's Wardrobe | Anatomy of a Wardrobe

marie claire

Marie Claire UK

34.4K subscribers

Subscribe

👍 560

👎

➦ Share

✂️ Clip

🔖 Save

⋮

AI Calendar Assistant:
Used By 1M+

Try For Free

Sponsored · usemotion.com

Visit site

▼

- All

From the series

From Marie Claire UK

>
- my running favorites, couch to 5k tips, + half marathon plans!

Sierra & Stephen IRL ✓

46K views · 13 days ago
- a family girls trip to spain...lots of sangria, a day in marbella &...

Emma Tamsin

11K views · 2 days ago

New
- What a Top Luxury Buyer is Wearing & Buying for Spring |...

Marie Claire UK

48K views · 2 months ago
- Eat + Shop in Dallas, Tx | Trying CAVA for the 1st Time |...

Authentically Bri







30 views · 9 hours ago

New
- Candice Brathwaite on Manifesting the Wardrobe of...

Marie Claire UK

50K views · 4 months ago
- AJ Odudu Opens The Door To

Marie Claire UK | Anatomy of a Wardrobe

1		Inside AJ Odudu's Iconic Wardrobe Anatomy of A Wardrobe Marie Claire UK • 15K views • 13 days ago	⋮
2		What a Top Luxury Buyer is Wearing & Buying for Spring Anatomy of a Wardrobe Marie Claire UK • 48K views • 2 months ago	⋮
3		Candice Brathwaite on Manifesting the Wardrobe of Her Dreams Anatomy Of A Wardrobe Marie Claire UK • 50K views • 4 months ago	⋮
4		Mija Knezevic On How To Wear Colour and Her Hardest Working Investment Buys Anatomy Of ... Marie Claire UK • 18K views • 5 months ago	⋮
5		Cora Delaney talks power dressing and supporting young British design talent Anatomy Of A... Marie Claire UK • 8K views • 8 months ago	⋮
6		Inside Susan Bender Whitfield's Iconic Wardrobe Anatomy Of A Wardrobe Marie Claire UK • 20K views • 10 months ago	⋮

For the feature with Nico Parker on the Marie Claire UK YouTube channel, the feature star will lead an episode of their signature fashion series Anatomy of a Wardrobe: a format that peels back the layers of personal style, exploring the emotional and aesthetic factors that cement the celeb’s fashion identity. The video will feature Parker in an intimate, editorial-style sit-down filmed in a softly lit, modern studio adorned in pink and neutral tones, colors that echo her fresh, girly vibe and Marie Claire’s minimalistic exterior. Wearing a curated wardrobe comprising select Chanel pieces (Nico is a rising brand ambassador for the fashion house), she will take the audience through various important looks she has worn on the red carpet, at press tours, and in her personal life, linking each ensemble to her career, identity, and her changing relationship with fashion. To sustain the editorial narrative, the video will be intercut with slow-motion B-roll showing her styling herself, candid shots of her laughing between takes, and her offering commentary on the fashion industry, representation, and the great balancing act of growing up in the public eye.

Marie Claire UK’s YouTube channel is a key route for the distribution of high-quality, long-form content that builds the brand’s authority in fashion, beauty, and women’s lifestyle. It features editor-hosted guides, celebrity interviews, product reviews, and panel debates, offering a more mature and detailed alternative to the fast-paced, trend-focused content on Instagram and TikTok. Though less intensively used than other social sites, YouTube is a strategic asset for premium content hosting and support of big-scale brand campaigns. Engagement is enabled by longer watch time, community engagement, and good SEO performance, and monetisation comes through YouTube ad revenue, branded video sponsorships, and affiliate links in video descriptions. More generally, it’s a powerful means of narrative, brand positioning, and commercial adjacency across Marie Claire’s wider universe of media.

Articles Chosen for Assignment 2

Feature: The History of Feminist Speeches at the Oscars/1,000 words

Hair and Beauty: Feminist Beauty: What Does It Mean in 2025?/500 words

Health: Your Hormones and You: A Week in the Life of Your Cycle/500 words

Fashion: How to Nail the 'Quiet Luxury' Trend for Work: Where Do You Go?/ 500 words

Culture: The Women-Led Podcasts You Need to Listen to/ 250 words

Fashion: The Blazers That Scream Power and Confidence and Where to Get Them/ 250 words