

A woman with long, wavy blonde hair and red lipstick is standing behind the open trunk of a silver car at night. She is wearing a black dress with white polka dots and a gold bracelet. She is holding a small white handbag in her left hand and resting her right hand on the edge of the trunk. The car's trunk is open, and the interior is visible. The background is dark with some green foliage. The car is parked on a paved surface.

Reformation

Montgomery Mahaffey

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Reformation Brand Background

- Started in 2009 as a small vintage store in Los Angeles
- shortly after began creating their own sustainably sourced and produced products
- In 2013 Reformation went online
- 2019 was the opening of their first international retail store
- Reformation has since continued their love and passion for sustainability

A woman with long brown hair is lying on her back on a lush green lawn. She is wearing a white lace-trimmed top and blue denim jeans. The image is used as a background for text overlays.

mission & vision statement

To bring
sustainable
fashion to
everyone

saved over
18 litres
of water



customer PROFILE

Gen Z and Millennial women who
value sustainability and staple
wardrobe pieces



Reformation
Reformation



BRIEF

This is an IG takeover for the brand Reformation. This takeover will include both posts and stories in an effort to promote more customer interaction and engagement on Reformations Instagram

IG POSTS

 reformation







1,559 likes

reformation It is almost silk dress season! What colors would you like to see on our beloved strapless silk midi?

 reformation







1,559 likes

reformation Monica Lewinsky for Reformation. Who's Ready to VOTE? Comment below what Reformation piece you're voting in.

 reformation



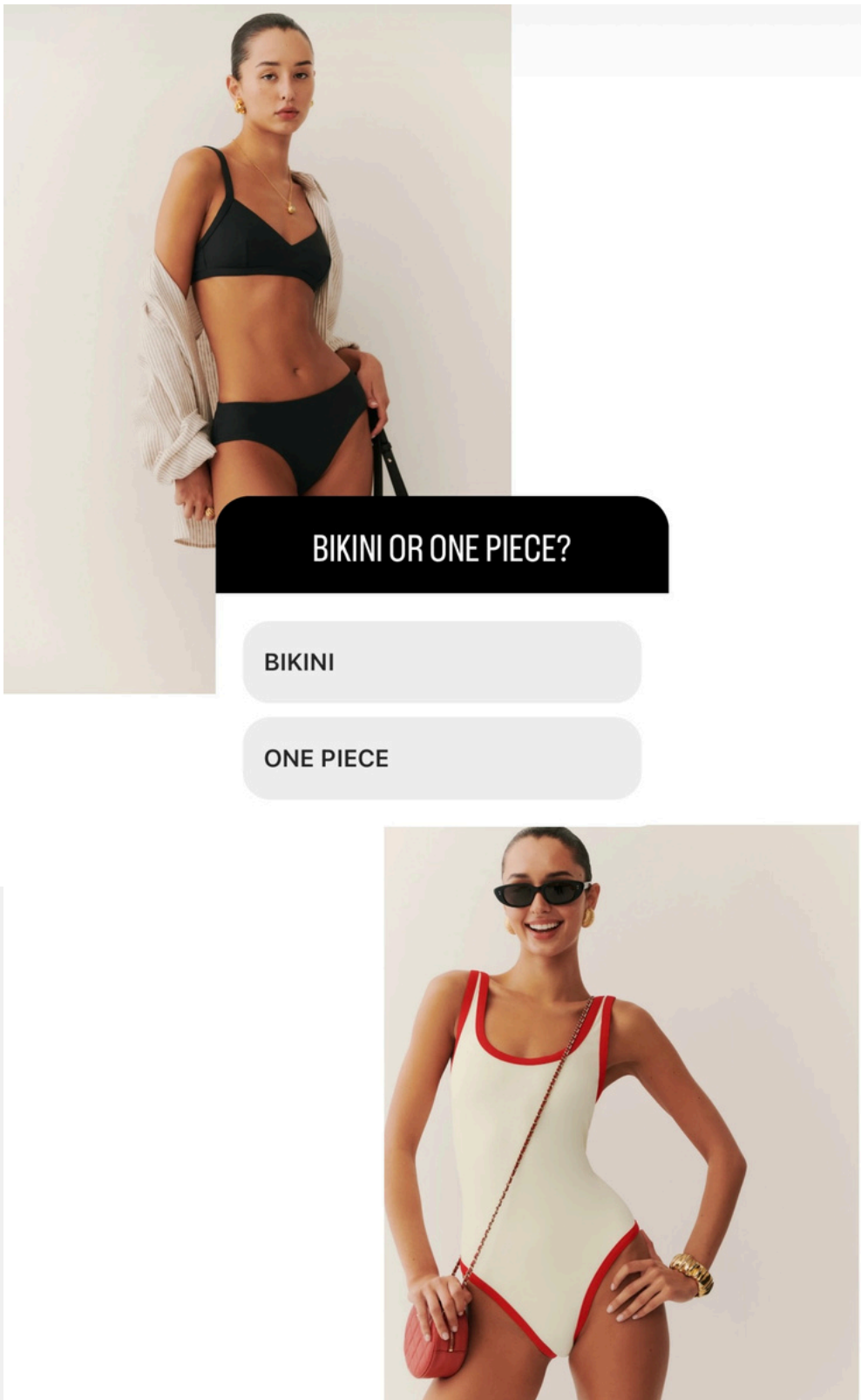
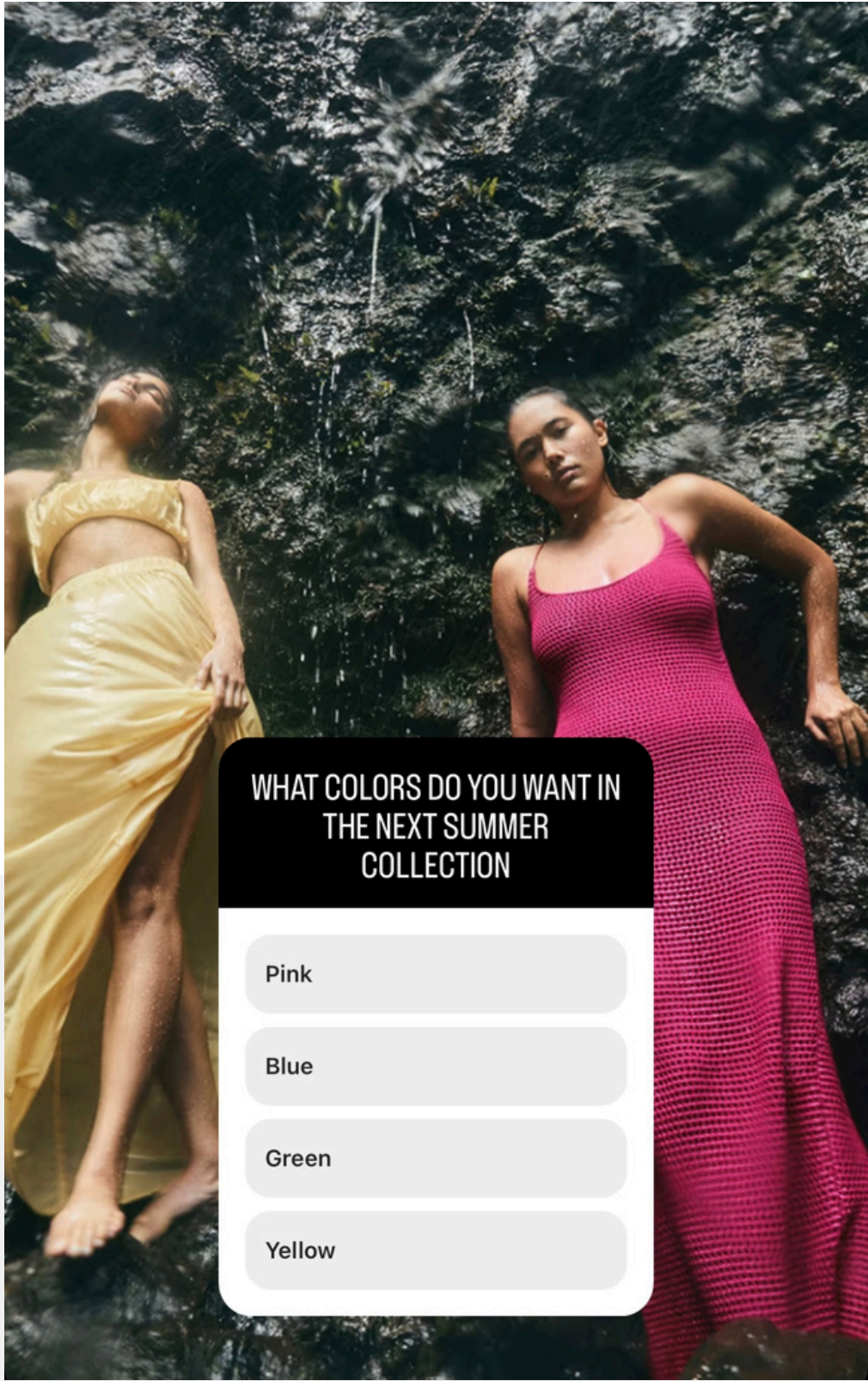




1,559 likes

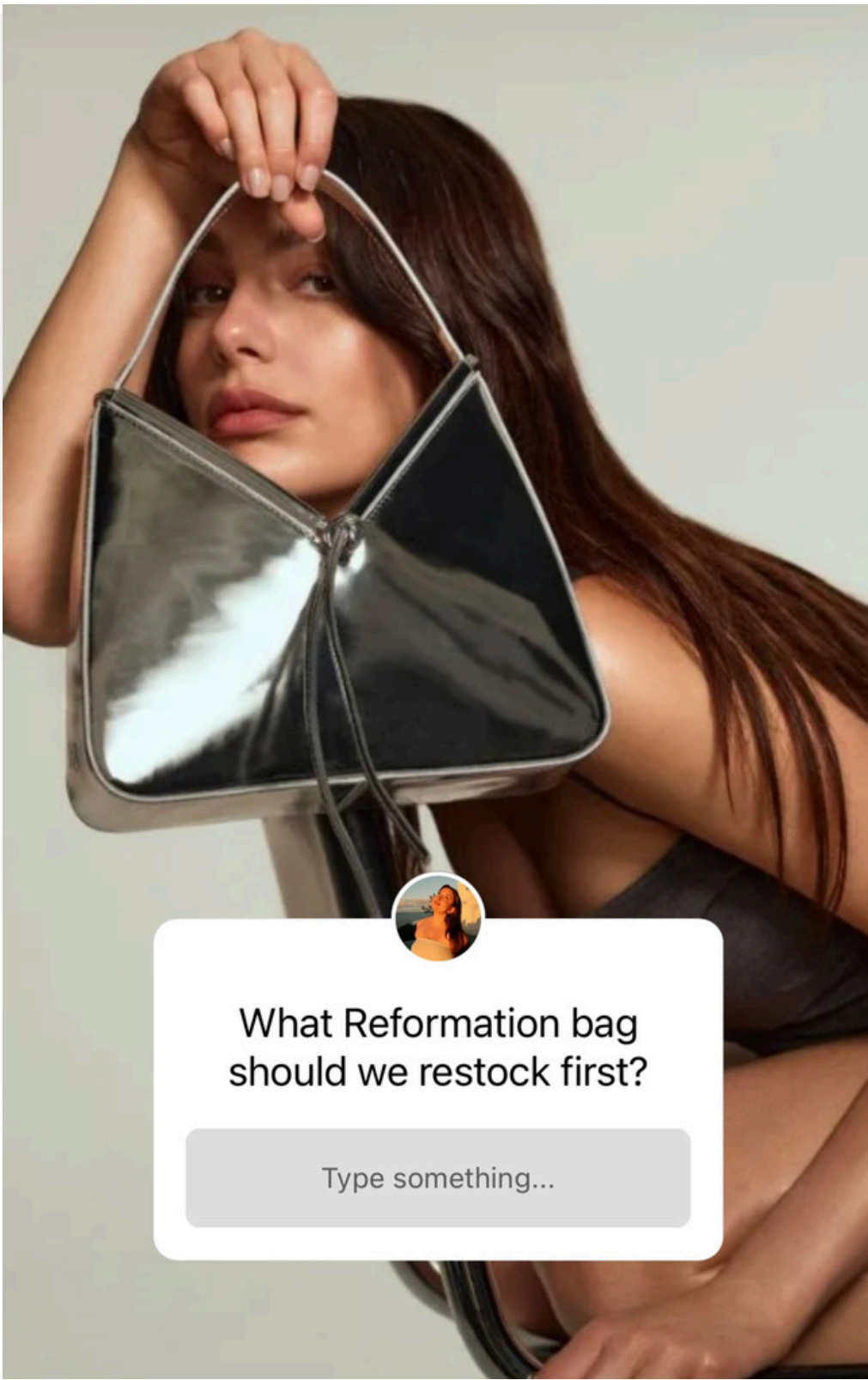
reformation Reformation Swim is here! Who's ready to be effortlessly cool by the pool?

IG STORIES



@reformation on IG

IG STORIES



@reformation on IG

BLOG ENTRY

[HOME](#)[ABOUT](#)[POSTS](#)

REFORMATION TAKEOVER



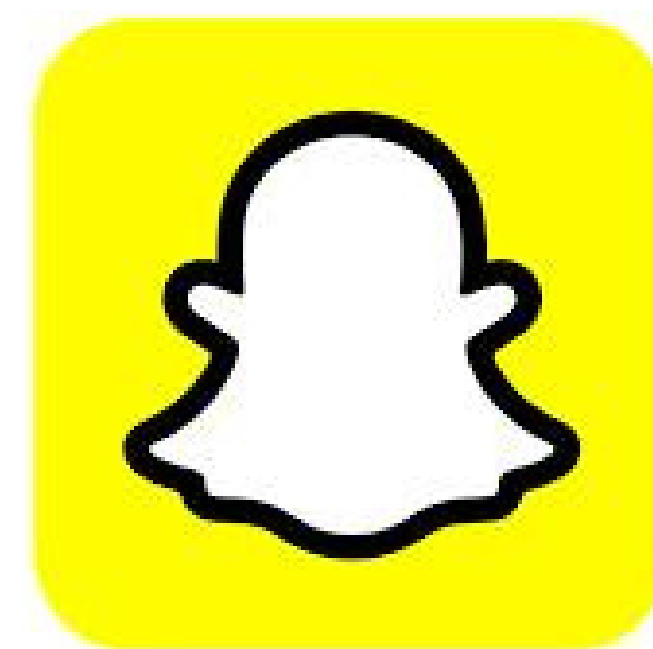
Reformation is back and better! Reformation customers like myself are waiting for their summer collection to drop but instead are surprised by their new swimwear line! Reformation in my eyes has always been the timeless and effortlessly cool brand and now we can all have the Reformation "look" poolside or at the beach! Recently I did an Instagram takeover for Reformation and it was amazing! I was able to create graphics and posts for their instagram to promote customer engagement. It is always so cool working for a brand that you know and love. All in all it is going to be a Reformation summer!

Newspaper
#INPRESS



ADDITIONAL PLATFORMS

Additional platforms for this takeover could include TikTok, Snapchat and Facebook





CREATIVE STRATEGY

The creative strategy behind this IG take over is to get feedback and engage with customers as much as possible. Grid posts can be easily swiped through when customers are looking through their feed which is why in this take over IG stories are predominately used. IG stories can contain questions and polls that customer can engage by giving ideas and opinions straight to the brand while promoting the Fall 2025 Initiative of customer clothing drop-offs that save our planet while customers get to have input and \$\$ off Reformation

CITATIONS

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