

# ~ Kasia



## Kasia Chinery

### Florist

[Instagram](#)

[Showreel](#)

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Model and co-founder of East London based floristry Gloria Studio, Kasia is the girl next door that everybody wants to know!

With a keen interest in floristry, Kasia started working at a floral studio a few years ago, where she met her now business partner. Together, the two female founders opened Gloria Studio, named after their favourite Patti Smith song. Gloria Studio focuses on romantic and seasonal flowers arranged to reflect the natural ramblings of gardens and green spaces.

The nature of her business allowed her to organically create beautiful content and combined with Kasia's personal 70s inspired style quickly gained her traction across her Social channels, but in particular Instagram. Prominently featuring her blue staffy Lenny probably also didn't hurt growing her community.

Kasia has partnered with an array of fashion brands reflecting her eclectic and unique sense of style across a variety of digital campaigns whilst also having worked with hair brands showcasing her distinctive bleach blonde hair.

Over the years Kasia has also created teambuilding and creative workshops, which she offers to personal and corporate clients. These activities lend itself beautifully to open up conversations in a group whilst learning about floristry. The workshops can be tailored to any brand, company or event.

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# Instagram, Insights.

Instagram  
[@kasiachin](#)

Followers  
27.2K

Engagement  
3.35%

Average Likes / Comments  
899 / 17

Demographic  
Female 86.3% / Male 13.8%





# Press.

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[Read Article](#)

Seraphina Feature  
September 2022



[Listen To Podcast](#)

Astrid & Miyu: After Hours  
Podcast  
2019



[Read Article](#)

Sheerluxe Feature  
May 2021



# Appearances.

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London Fashion Week  
Rixo AW23



London Fashion Week  
Paul & Joe SS23



Store Opening  
Diptyque



# Case Studies.

## AUSSIE



### Aussie Hair

Overall Engagement  
22,901

Overall Reach  
23,803

## TED BAKER LONDON



### Ted Baker

Overall Engagement  
833

Overall Reach  
12,616

# Case Studies.

## MONICA VINADER



Monica Vinader

Overall Engagement  
5,470

Overall Reach  
77,852

## .OBJECT

collectors item



Object

Overall Engagement  
516

Overall Reach  
7,793



# Case Studies.

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## **R. M. WILLIAMS**

EST. 1932, AUSTRALIA



### R.M Williams

Overall Engagement

744

Overall Reached

10,478

# Ecommerce & Social Media Activations

Kasia is the perfect hybrid model-talent, acting as a model for clients' online stores and print catalogues and continuing the story by creating additional content for Social Media platforms allowing a client not only to make use of her look but also tapping into her female heavy audience simultaneously:



**NA-KD**



**NA-KD**

Overall Engagement  
1,423

Overall Reach  
12,379





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Thank  
you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

Our in-house creative team are able to scope and produce short form content for brands and talent.

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