



Amalie

Amalie Gassmann

Film Producer/Content Creator

[Instagram](#)

[Showreel](#)

Born in San Francisco, raised in Paris and college educated in New York, Amalie truly embodies the image of a “global citizen”, which translates directly into her approach of storytelling. Amalie was introduced to the fashion and beauty industry after being scouted as a model at a young age and quickly began being spotted by top tier brands such as Lanvin and Saint Laurent. Her Social Media following grew alongside, something Amalie always fully embraced and actively pushed, but she also quickly realised that her talent went far beyond being ‘just a pretty face’. Dabbling a bit only in photography at first, she went on to follow her true passion of directing and studied film production at Bard College in upstate New York. Since 2021 Amalie has been represented for her photography and film making by the prestigious Ridley Scott Group and has since released multiple short films and photography campaigns. The industry took particular note of Mess is Mine, a short film inspired by Wim Wenders’ 1984 film Paris, Texas.

Amalie has furthermore collaborated on Social Media campaigns with an impressive list of luxury clients such as Dior, Acne, Miu Miu and Versace to name a few, creating content true to her multicultural point of view (her background is Japanese, German and French and she is trilingual). “My style has always been cinematic,” she says in a recent interview for Net A Porter, “There’s an edge to my work; a rawness. I love the way worlds collide; fashion and art informing each other. If I’m creative-directing, it’s with a filmmaker’s eye; if I’m modelling, I’m thinking about the way the photographer is telling the story.”

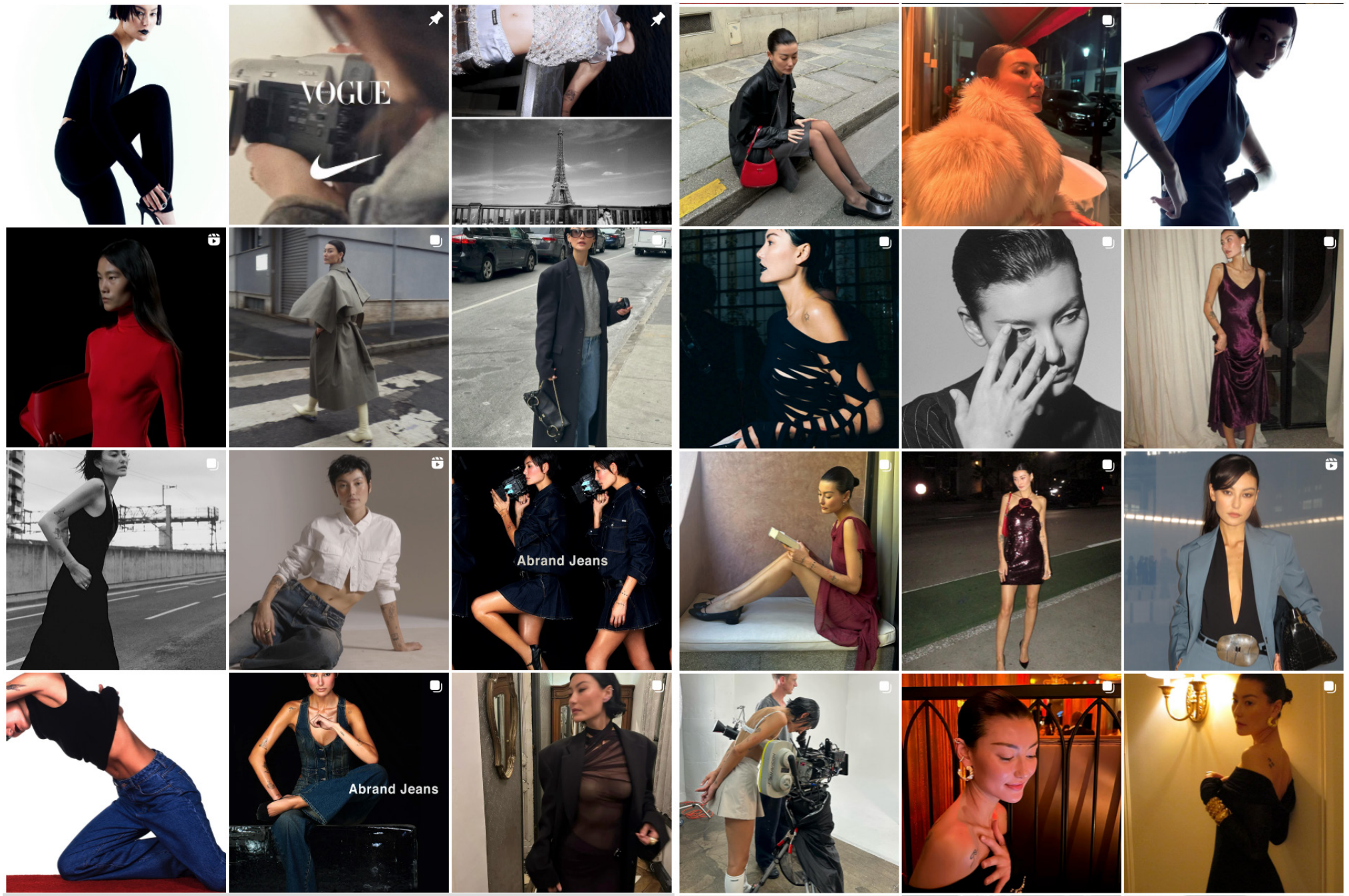
Amalie continues to tell her own story through impeccable personal style and working with brands that feel authentic to her own identity yet respecting their heritage and ethos.

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Instagram, Insights.

Instagram	Followers	Engagement	Average Likes / Comments	Demographic	Top Cities
@amalie_gassmann	179K	1.28%	3.6K / 30	Female 72.3% / Male 27.7%	LA 10.2% / London 5.2%



Press.



[Read Article](#)

Mission Statement Magazine Feature,
August 2023



[Read Article](#)

Rose Inc Feature,
Febraury 2022



[Read Article](#)

NET-A-PORTER Feature,
October 2022

Appearances.



Milan Fashion Week,
Vogue Dinner,
February 2023



Paris Fashion Week,
Dior AW23



Unicef x Luisa Via Roma Dinner,
December 2022

Case Studies.

MIU MIU



Miu Miu

Overall Engagement	Overall Reach
1,711	10,083



Vogue France x Nike

Overall Engagement	Overall Reach
39,555	44,185

Case Studies.

MIU MIU



Miu Miu

Overall Engagement
744

Overall Reached
10,478

LUISAVIAROMA



LUISA VIA ROMA

Overall Engagement
7,478

Overall Reach
32,828

Case Studies.

BEC + BRIDGE



BEC + BRIDGE

Overall Engagement

4,785

Overall Reach

39,682



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.

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