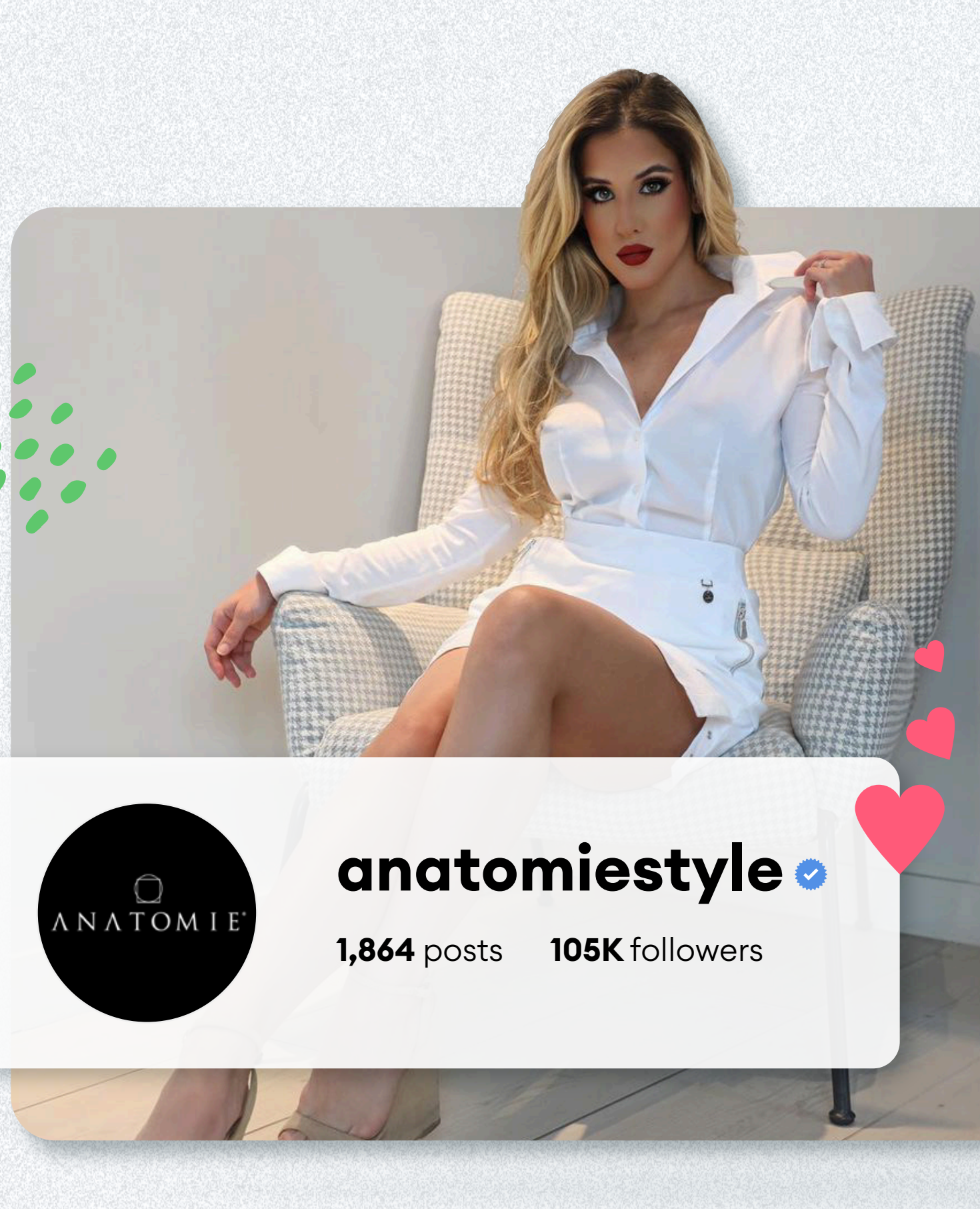
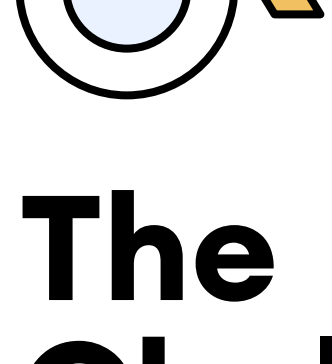


We ♥ success stories like this one!



How Lionize empowered a specialty women's clothing brand.



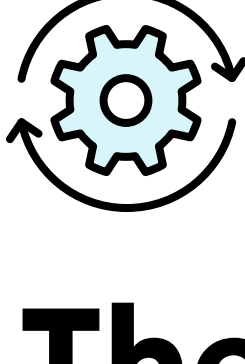
The Challenge

Increase brand awareness ✓

Drive engagement and conversions ✓

Create user-generated content ✓

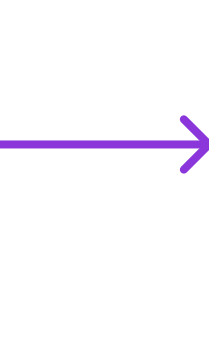
Anatomie wanted to demonstrate that their **Iconic Essentials** collection helped women to effortlessly transition from the office to their next travel adventure.



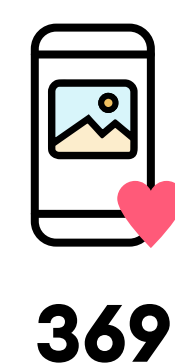
The Process



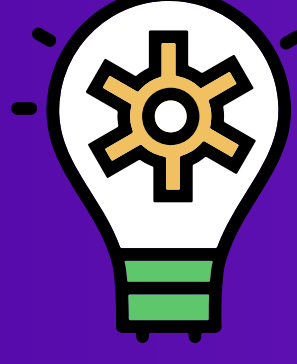
669 Applicants



56 Influencers



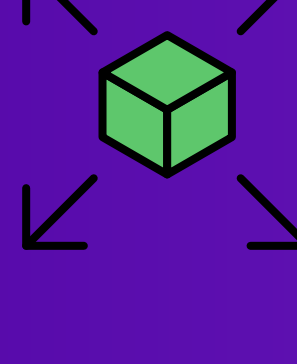
369 Posts & Stories



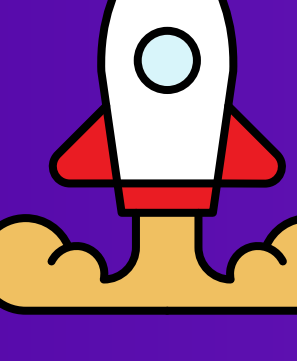
Campaign Structure



Anatomie, which was first launched in 2021, has been focused on finding influencers to showcase their **high-quality and versatile clothing**. Their longest running campaign, **Travel Essentials**, was designed as an “evergreen” marketing effort to maintain Anatomie’s online presence.

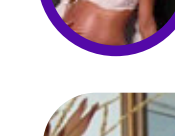


In this campaign, **influencers were given the task of creating an outfit using three Anatomie pieces of their choice**. Anatomie aimed to showcase the high quality, stylish, and versatile nature of their clothing which is suitable for on-the-go lifestyles.



The main goal of **Anatomie** was to demonstrate that their **empowering Iconic Essentials** collection was specially designed for women who could effortlessly transition from the office to their next travel adventure without the need to change their outfits.

♥ Q1 Campaign



sheylaflorespty



♥ 300

🗨 16



alinefreemann



♥ 669

🗨 336



fortyfashion



♥ 2.2k

🗨 108

👍 Travel Essentials Campaign

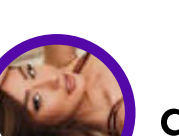


olgaferrara_ny



♥ 11.6k

🗨 320

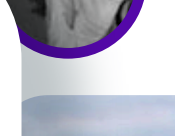


ginascrocca



♥ 327

🗨 100



anjakeca



♥ 3.7k

🗨 189

★ The Hampton's Event



olgaferrara_ny

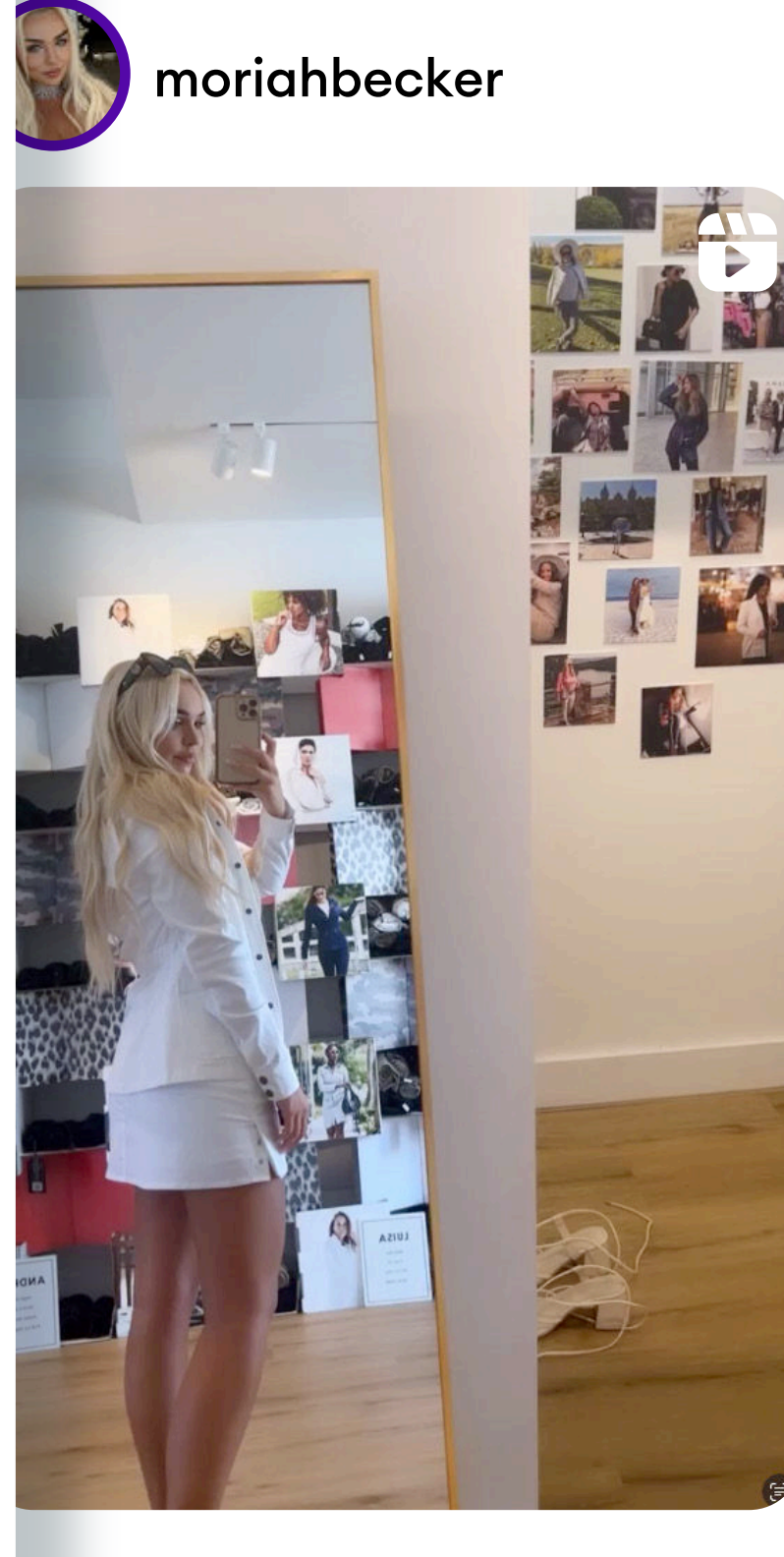


♥ 3.9k

🗨 403



moriahbecker

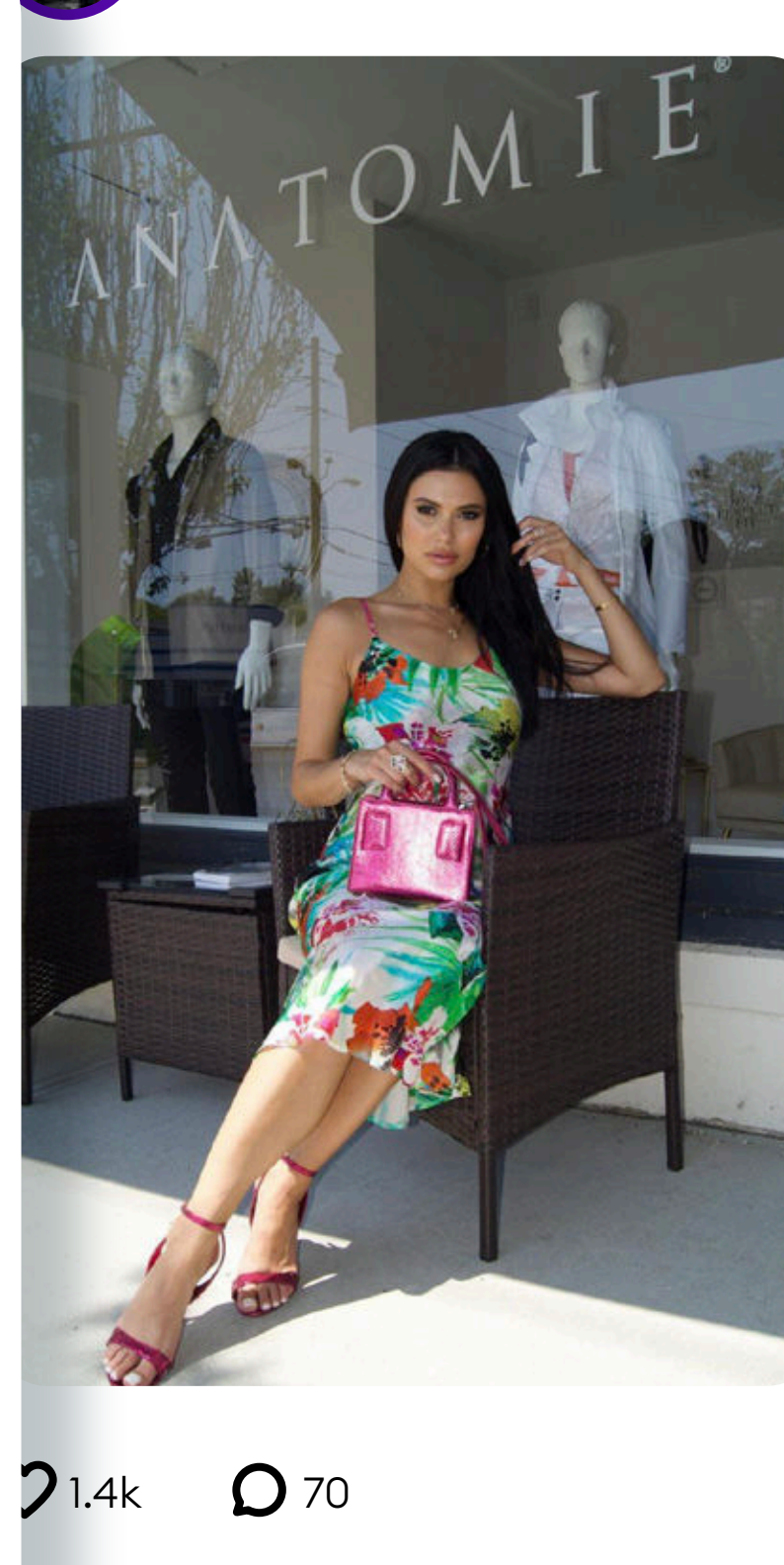


♥ 2.4k

🗨 34



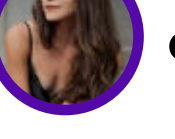
margo_sah



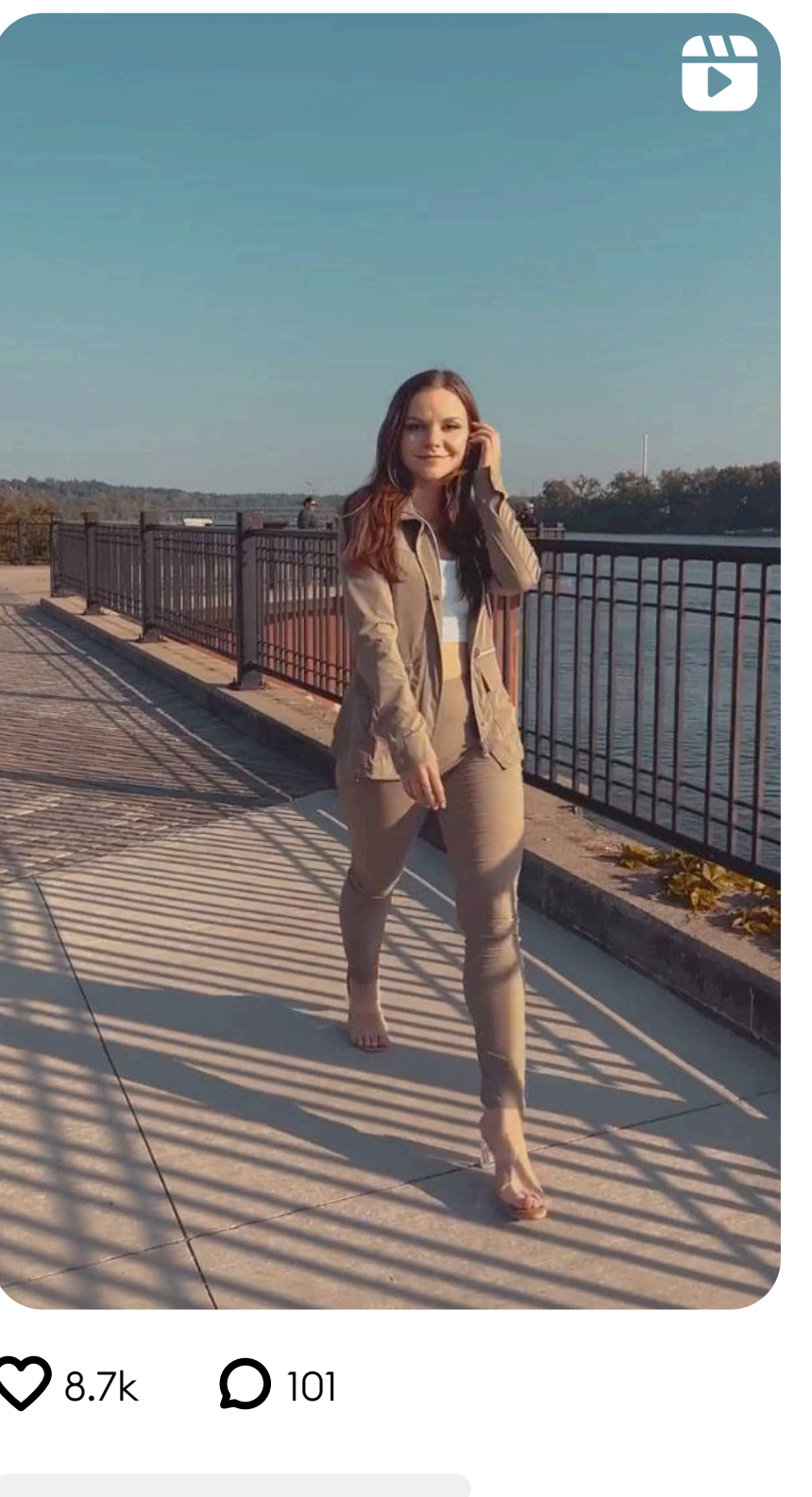
♥ 1.4k

🗨 70

💎 Naked Denim Campaign



dearannya



♥ 8.7k

🗨 101



olgaferrara_ny

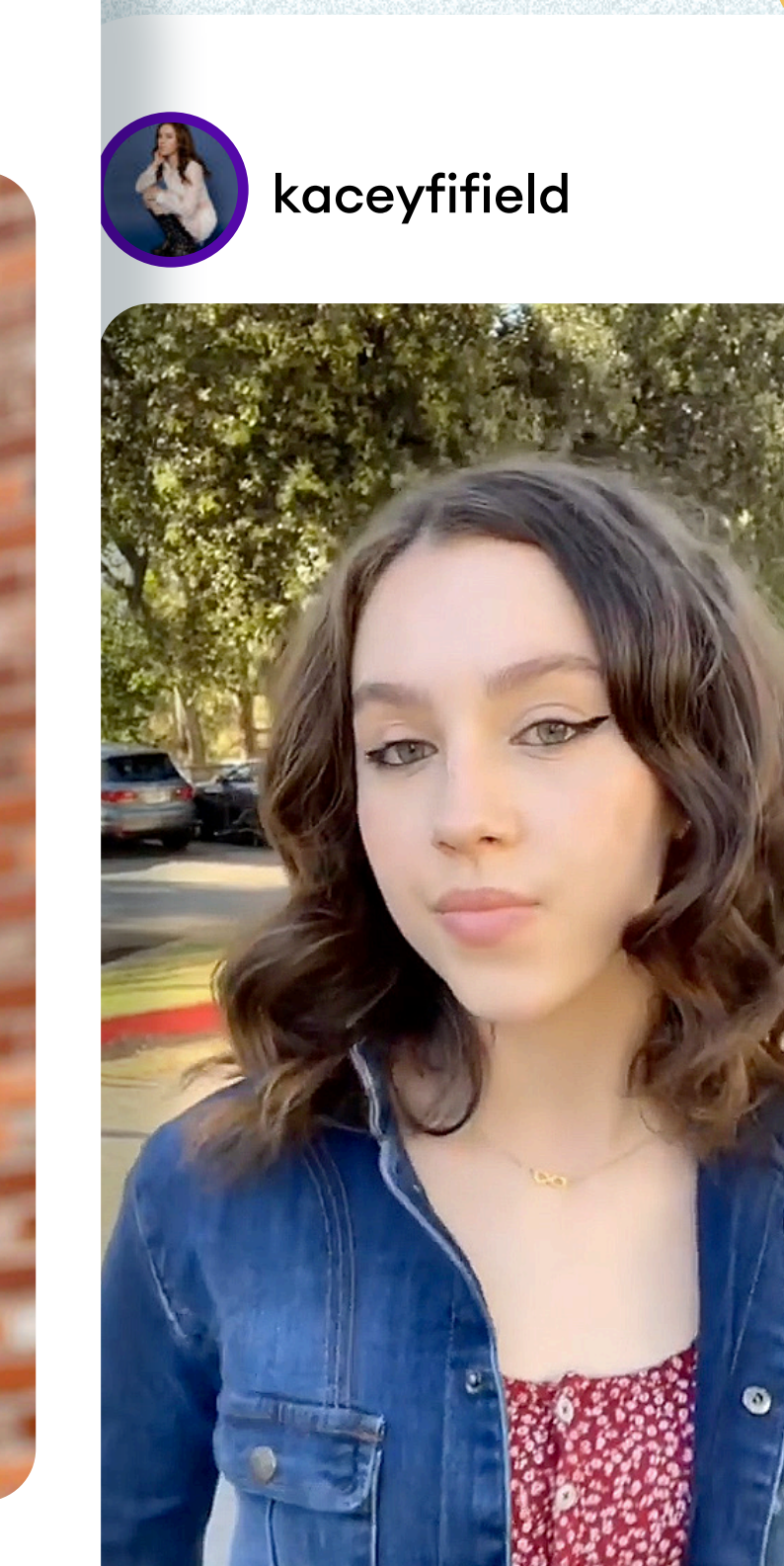


♥ 10.9k

🗨 414



kaceyfield



♥ 2.9k

🗨 189



Campaign Data



Influencers **76**



Posts **107**



Stories **331**



Views **395K**



Comments **9.7K**



Reach **13.6M**



Likes **207K**

Interested in learning how Lionize can supercharge your influencer marketing?

Get Started →