

Mahogany
THE FALL SS23
THE BLACK ALBUM
Vivienne Westwood

THE FALL
AGENCY

2024/2025

Magazine Production

From design, production, and fulfillment we partner with our clients to be a start to finish solution.

Producing high-end, luxury fashion and culture biannual print magazines. International talent relationships. Premium brand collaborations.

Full in-house production of still image and short film content. Bespoke Integrated digital and social media campaign strategies.

Recent full service collaborations mono-brand cover feature, branded short films & trailer content and digital campaigns.:

Temitope by CHANEL Beauty

Olivia Dean by Emporio Armani

Anson Boon by Alexander McQueen

Celeste by Gucci

Anya Taylor-Joy by Miu Miu

Rose Williams by DIOR

Nell Tiger Free by TODS

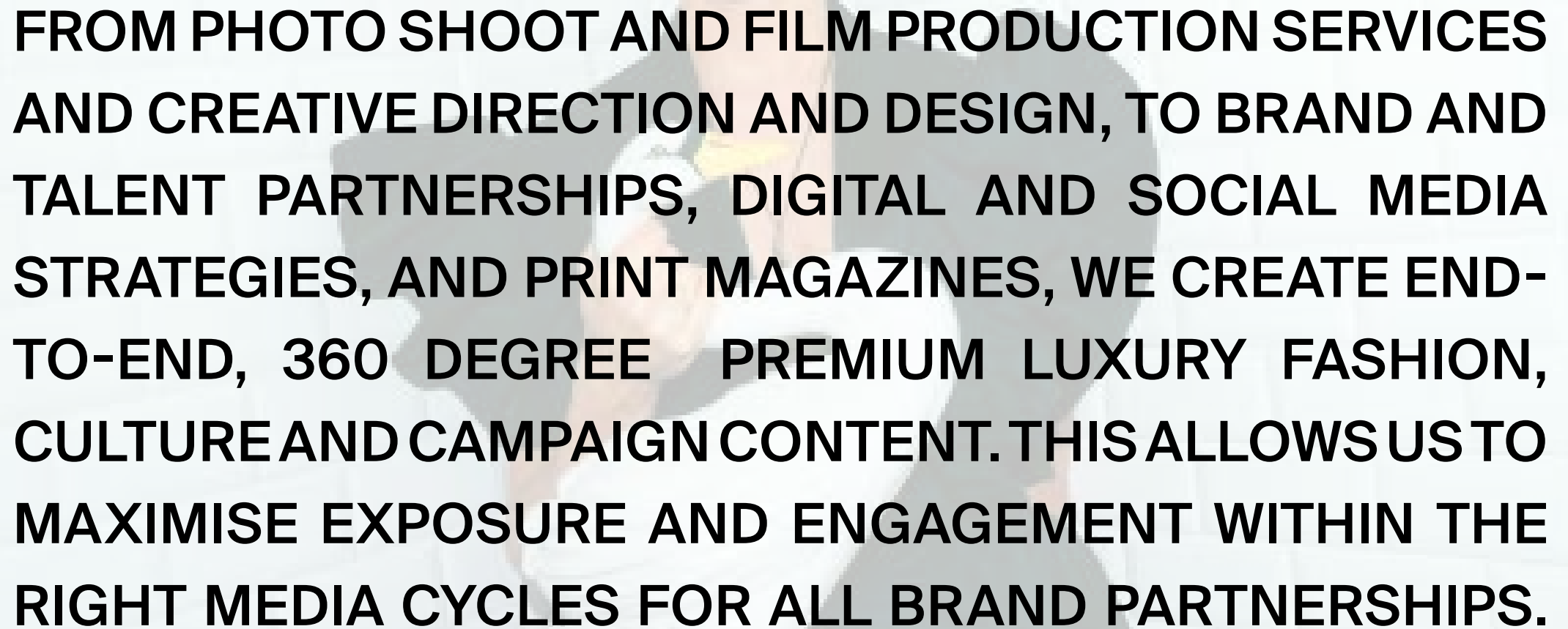
Kosar Ali by Erka Cavallini



Anson Boon by Alexander McQueen Case Study

SHORT FILM CONTENT, PRINT MAGAZINE COVER
SHOOT + INTERVIEW, DIGITAL + SOCIAL MEDIA
CAMPAIGN, BRAND + TALENT.

FROM PHOTO SHOOT AND FILM PRODUCTION SERVICES AND CREATIVE DIRECTION AND DESIGN, TO BRAND AND TALENT PARTNERSHIPS, DIGITAL AND SOCIAL MEDIA STRATEGIES, AND PRINT MAGAZINES, WE CREATE END-TO-END, 360 DEGREE PREMIUM LUXURY FASHION, CULTURE AND CAMPAIGN CONTENT. THIS ALLOWS US TO MAXIMISE EXPOSURE AND ENGAGEMENT WITHIN THE RIGHT MEDIA CYCLES FOR ALL BRAND PARTNERSHIPS.



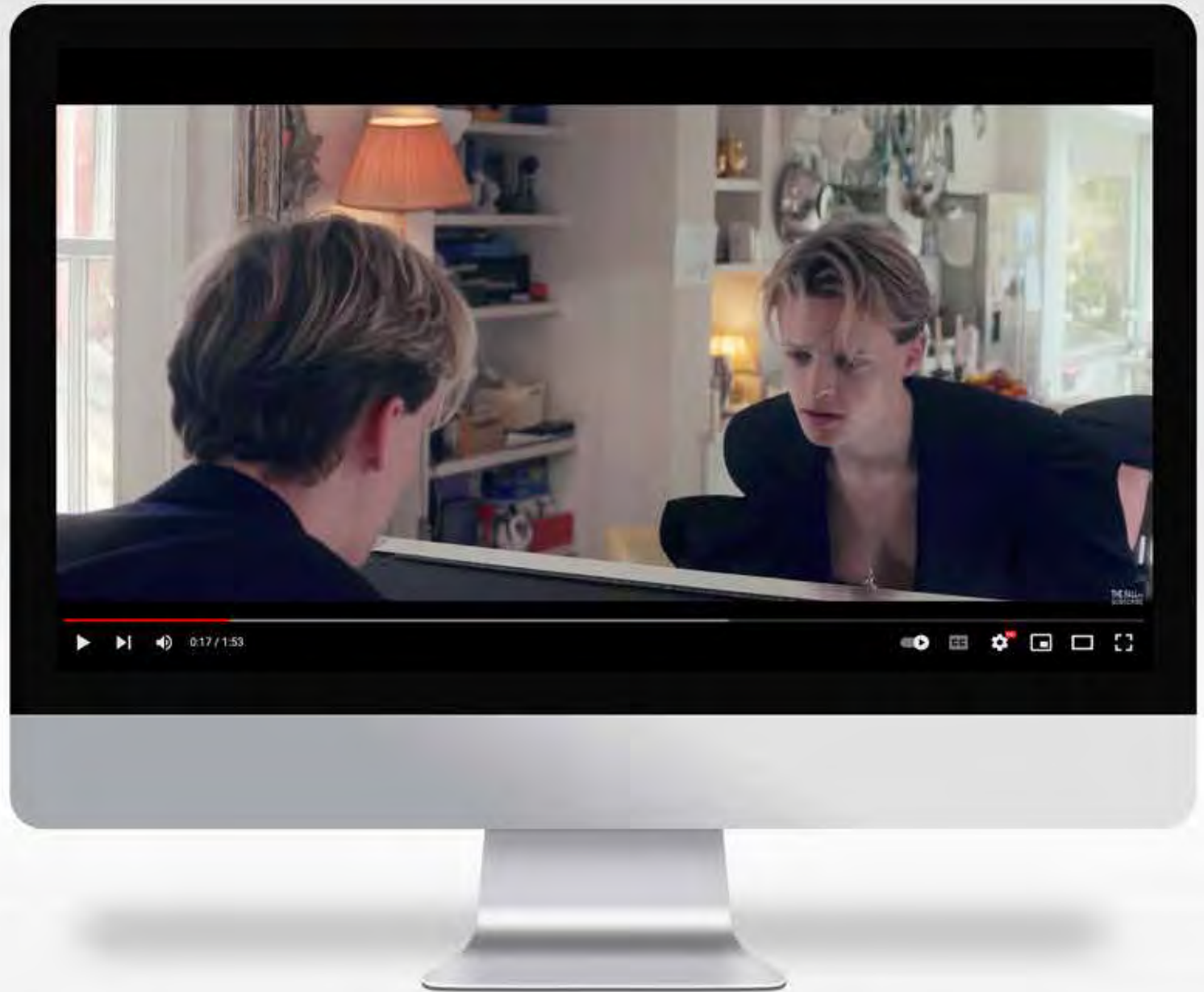
Photographer | David Hughes
Fashion Director | Josefine Englund
Film Director | Ben Garnett
MUA & Hair | Brady Lea
Writer | Lorna Tyler



1 x Short Film (1.54 mins)
5 x [TEASER/TRAILER](#) (15 secs each)

Full short film premiere aired
May 30th, 2022 – [THEFALLmag.com](https://www.thefallmag.com)

Watch SS22 A Tale of Two Cities:
Anson Boon | Alexander McQueen [HERE](#).



Our cover stars are pushed across all of our social media platforms, including Instagram, Threads, Facebook and TikTok. All links are also sent to our email database.



Online and Social Media

We operate an integrated digital strategy that not only supports our print publications but also expands our exposure for artists and brands alike. We work with our contacts and relationships at external online and print media outlets to pick up our cover features. Click on the links below as examples:

Celeste by Gucci – THE FALL SS21: [METRO.CO.UK](https://www.metro.co.uk) (also in Metro newspaper)

Celeste by Gucci – THE FALL SS21: [STANDARD.CO.UK](https://www.standard.co.uk) (also in Evening Standard newspaper)

Anya Taylor-Joy by Miu Miu – THE FALL AW20: [STANDARD.CO.UK](https://www.standard.co.uk) (also in Evening Standard newspaper)

We also work with collaborating talent's PR and social media teams to coordinate social media promotions of projects, shoots, interviews and features for maximum reach.

THEFALLmag.com website provides ongoing fashion and culture coverage of news and events around the clock using Google Analytics to target the optimal audience.

Filmed content is hosted on our dedicated page THEFALLtv. All branded short-film content from each issue of THEFALL is premiered here each fashion season and promoted through our network.

For added value, we also work with Houses each fashion week to live stream their shows from London, Milan Paris, New York and beyond. Each livestreamed show is linked via our Instagram and other social media accounts to maximise viewership at the time of each livestream.



Monthly Unique Users: 24,000
Monthly Page Views: 26,450
Average Session: 1.18mins
Mobile: 70% | Desktop: 30%

Email Database: 2,500
Instagram: 30,000
Facebook: 2,600
Twitter: 1,600
LinkedIn: 1000
YouTube: 450

THE FALL Media Group London Ltd operates a full suite of digital platforms. This enables us to create and curate full narrative stories each issue that starts in the print copy and then comes alive on digital platforms – particularly through the use of bespoke, creative filmed content produced for each talent and fashion feature.

We work with external media outlets, PR companies, record/film companies, studios, agencies, artists, etc, to co-ordinate and schedule all digital activity for simultaneous exposure and the widest possible reach to a highly curated audience demographic.

2024 will see THEFALLmag.com completely re-designed to better present cross-platform magazine features and general digital content.



Beauty and Film Production

Full service film production and editing, studio and location. Short and longer form. Narrative and conceptual films, brand campaign clips, fashion collection videos, event filming.

Bespoke integrated digital and social media campaign strategies for individual campaigns. Invited event premieres for each film.

Recent talent/brand collaboration short films:

Temitope by CHANEL Beauty

Olivia Dean by Emporio Armani

Anson Boon by Alexander McQueen

Rose Williams by Dior

Celeste by Gucci

Jake Bugg by Canali

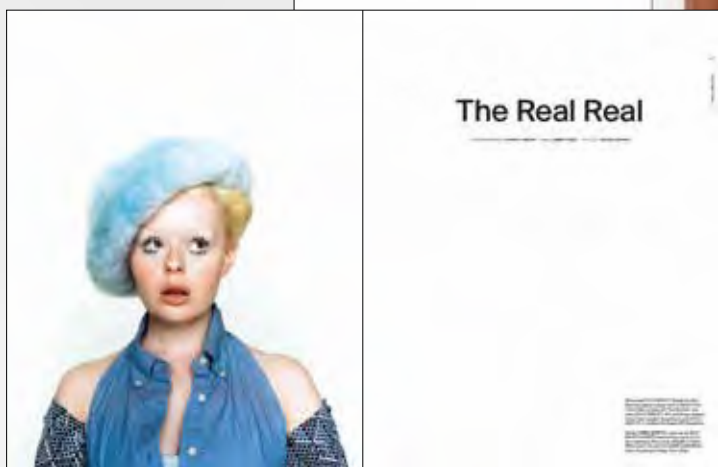
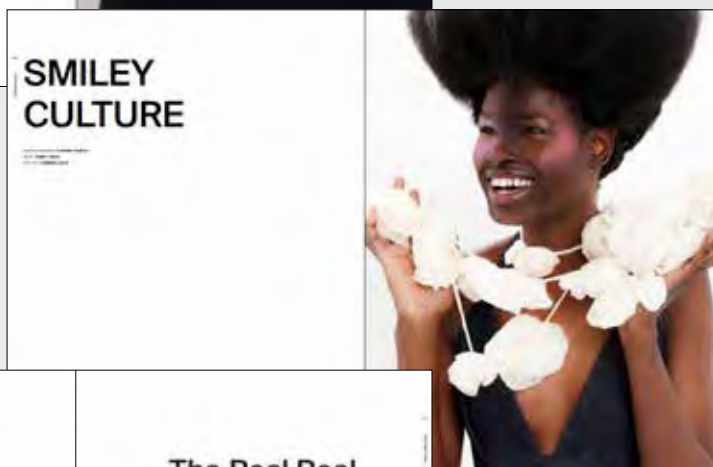
Ed Bluemel by BOSS

Emily Beacham by Adler



THE FALL SS23 –
THE BLACK ALBUM

THE FALL SS23 –
THE BLACK ALBUM



THE FALL SS22 –
A Tale of Two Cities

We produce specialised Beauty content across print and film. Collaborating with Beauty brands, each issue of the magazine features up to 20 pages of mono-brand beauty editorial shoots.

This content then becomes part of our social media strategies each season to promote each issue.

Mono-brand collaborations include advertising space and filmed content.

CHANEL BEAUTY



BEAUTY CONTENT: [FILM + TRAILERS](#)

We produce branded short-films and trailers for each Beauty collaboration. Each film is premiered and promoted to our audience. [CLICK ON LINKS ABOVE.](#)



THE FALL SS23 (COVER)
THE BLACK ALBUM – Olivia Dean By Emporio Armani

THE FALL SS23
THE BLACK ALBUM – Kosar Ali by Erika Cavallini



THE FALL SS21 (COVER)
BIG – Celeste by Gucci

THE FALL SS23
THE BLACK ALBUM – Sunglasses (Safilo Brands)



As an agency, we produce branded full short film, campaign and fashion collection clips. From ideation, creative direction, casting, production, editing and all the way through to delivery.

We collaborate closely with clients, brands, PRs and talents at each step as the creative direction of a project develops with constantly updated creative plans.

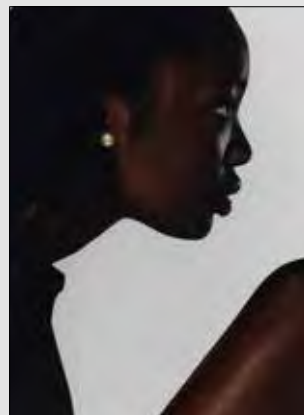
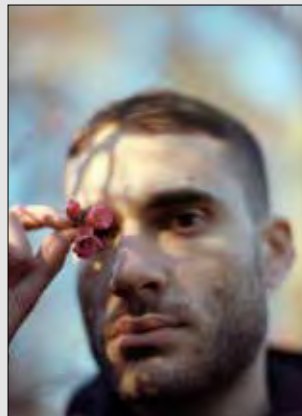
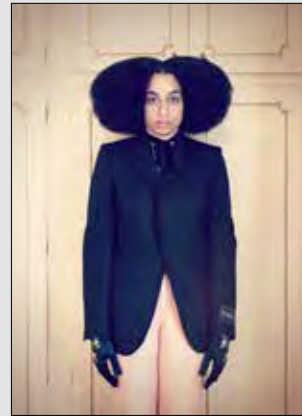
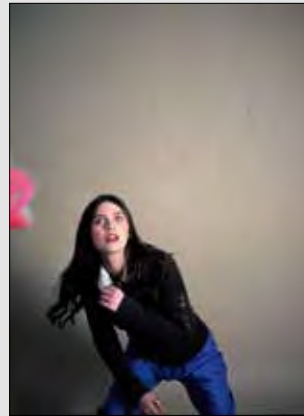
We also handle all logistical considerations on all shoots, with sign-off from all parties before delivery/publication.

Photography

Working with some of the best photographers, creatives and stylists in fashion and media, we shoot high-end contemporary imagery for luxury fashion editorials, collection lookbooks and commercial advertising.

We also have creative teams shooting documentary, lifestyle and culture.

From photographer, casting, and glam, through to movement director and/or animal trainer, we manage all production, location/studio logistics, post-processing and retouching before publication/delivery.



Average Worldwide Circulation: 25,000 copies
 Average Readership: 240,000

Breakdown

UK (Nationwide): 70%
 US (New York / LA / San Francisco): 20%
 EU (Paris / Milan / Berlin / Misc): 10%

UK Distribution: WH Smith / Independent Newsagents
 US Distribution: Barnes & Noble / Independent Newsstands
 EU Distribution: Independent Newsstands/Sellers

THE FALL Media Group London is DMR tracked

2024/2025 Demographics:

Publication Dates: Female / Male readers - 80% / 20%
 Mar/Apr 2024 AB - 35%
 Sept/Oct 2024 ABC1 - 65%
 18 - 24 years - 24%
 Closed Book: 25 - 44 Years - 58%
 Mid-Mar 2024 45 - 54 Years - 18%
 Mid-Sep 2024
 Average income - £89,000

DIGITAL + PRINT (Mono-Brand Shoot + Film)

Native Campaign + Talent/Cover (UK): £15,000

Native Campaign + Talent/Cover (US/EU): £19,000

DIGITAL ONLY - PoA

PRINT ONLY

IFC DPS: £11,800
 OBC: £10,500
 IBC DPS: £9,500
 IBC Single: £8,800
 DPS 1st 3rd: £10,800
 DPS 1st ½: £9,500
 SP 1st ½: £7,500
 SP 2nd ½: £4,800

Picture Book
 THE FALL SS23
 THE BLACK ALBUM
 Diesel + Camper



Contract Services

White Label Marketing,
Advertising Campaigns, Film Production,
Collection Lookbooks, Press Releases,
Show Styling, Events,
Digital/social Media Strategies

Digital & Print Advertising/Marketing

Native, rich-media and film
Advertising targeted to specific
THE FALL Media Group Ltd
Demographics. Display/Print
specials

Brand Collaborations

Sponsored brand/content collaborations
and partnerships revolving around
brand/talent features
for print and film

Creative

THE FALL Agency provides full-service
creative solutions from ideation,
collaboration, production and delivery



THE FALL AGENCY

Founder & Creative Director: Andre@thefallmag.com
Fashion Director: Jo@thefallmag.com