



# Fashion And Business Counsel

( LEARN. CONNECT. COLLABORATE )

**++ Sponsorship Deck for 4/29 Event ++**

# OVERVIEW

FAB Counsel has teamed up with Nirvana of Beverly Hills to produce an event that fosters learning, connections, and collaborations amongst bloggers (aka digital influencers) and brands.

It will begin with a panel discussion that features 4 top digital influencers with a combined social following of 402k+. A networking cocktail hour will follow the panel discussion. Lastly, keeping up with the tradition of giving back, FAB Counsel will be donating a portion of the proceeds to Two Wings, a non-profit organization dedicated to helping victims of sex-trafficking.

Tickets are available on [fabcounsel.com](https://fabcounsel.com)

# DETAILS

**EVENT: The Effects of Digital Influencers on Consumer Behavior**

**DATE: April 29**

**TIME: 7-9 PM**

**VENUE: Nirvana**

**ADDRESS: 8689 Wilshire Blvd. Beverly Hills, CA 90211**

**TICKETS: [fabcounsel.com](http://fabcounsel.com)**

# ABOUT US

**FAB Counsel, which stands for Fashion and Business Counsel, specializes in helping fashion, culture, and lifestyle companies launch, grow, and innovate! We know and realize the importance of originality, brand authenticity, and technology in today's fast-paced world. That's why we blend our knowledge in branding, retail, PR, and social media marketing to bring your business INNOVATIVE solutions and REAL quantifiable results.**

**Aside from working with clients, FAB Counsel also functions as a resource for fashion, culture, and lifestyle entrepreneurs. We provide helpful articles, newsletters, videos, webinars, seminars, and online courses that talk about business development, marketing, PR, and social media. Through our array of offerings, we're accomplishing our mission of helping creative companies kick ass!**

# BLOGGERS



Rachel Nguyen

**Blog:** [thatschic.net](http://thatschic.net)

**Total social following:** 72k+

That's Chic is a personal blog by Rachel Nguyen, where she chronicles her adventures in style, food, music, travel, and just overall life. The OC native moved to LA after graduating from UC Irvine to further her career in fashion. She's been featured on Teen Vogue, Lucky, Racked, Fab Sugar and has collaborated with brands such as, Uggs, LOFT, Canon, and Mango. She is also represented by Next Models.

**Blog:** [7daystheory.com](http://7daystheory.com)

**Total social following:** 12k+

Enrico Moses created 7 Days Theory as an outlet to inspire people to follow their passion through thoughtful interviews of exceptional individuals and by sharing his life, with a heavy concentration on his personal style and music. Having had his own clothing line, menswear boutique, and fashion tech startup all before the age of 30, Enrico is an experienced veteran in the business of fashion and retail. He has worked with Athletic Recon, Gents, Nordstrom, Revolve, and REI.



Enrico Moses

# BLOGGERS



Sazan Barzani

**Blog:** [sazan.me](https://sazan.me)

**Total social following:** 89k+

Sazan is a style expert known for her blog and as a TV personality. Through Sazan.me, she provides like-minded fashion addicts personal style tips while giving them a space to motivate and inspire each other. Having spent 2 years developing her platform, Sazan has been featured on Lucky, Marie Claire, Seventeen Magazine and Pop Sugar. She has worked brands and media companies such as with Bebe, KTLA 5, and the CW San Diego.

**Blog:** [makeupgameonpoint.com](https://makeupgameonpoint.com)

**Total social following:** 229k+

Jackie is a full time makeup artist best known for her YouTube channel where she features tutorial demonstrations on makeup application, hair trends, and fun fashion items. Jackie's blog, Make Up Game On Point, is one of the industry's top destinations for beauty. It's no surprise that it has amassed over 120k+ Youtube subscribers and over 5 million views! Today, she continues to blog, vlog, and work as a makeup artist both domestically and internationally.



Jackie Aina

# SPONSOR US!

If you'd like your products, gift cards, and services included in the gift bags that will be given to the bloggers, please fill out this [form](#). We will contact you to confirm approval.

There is a fee to include your products in the gift bag. This fee will be waived for all VIP attendees. Please note there is no guarantee that the bloggers will write about your product or service.

**THANK YOU!**

**We are excited to work with you!**

**Mary Vallarta**

**[mary@fabcounsel.com](mailto:mary@fabcounsel.com)**

**(213)200-0528**