

TALK

MULTIPURPOSE LIFESTYLE MAGAZINE TEMPLATE



FIT FOR FASHION, PHOTOGRAPHY, ADVENTURE, VACATION

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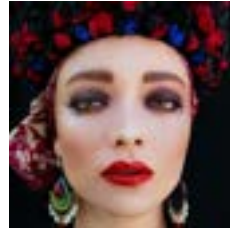
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GOT IT FROM MY MAMA: HOW A FASHION BLOGGER'S MOTHER INSPIRED HER SIGNATURE LOOK

FOLLOWERS AND ENGAGEMENT ON INSTAGRAM, TWITTER, FACEBOOK, YOUTUBE AND PINTEREST, AS WELL AS WEBSITE TRAFFIC

When it comes to building confidence and a savvy approach to personal style, it's never too early to get a head start. Case in point: Geri Hirsch, the fashion and lifestyle blogger behind *Because I'm Addicted*, who credits the women in her family with instilling her love of fashion. Growing up, Hirsch was inspired by her grandmother's passion for jewelry and watched her mom create knockout outfits. Now, the 34-year-old, who was an early blogging sensation after launching her site in 2005, is excited to bring the sartorial wisdom she shares with her thousands of Insta followers a little closer to home. Namely, to her 3-month-old daughter, Leo Gem. Though it might be a little too early for fashion lessons, the single most important thing Hirsch hopes to teach her daughter is a sense of self-confidence. In fact, she's set on leading by example.

"I found myself with curves and wanted to explore how to dress this new body." The opportunity allowed her to create a capsule of effortless, utilitarian pieces. Whether she's running errands or chilling at home in the Hollywood Hills, her go-to look is usually a pair of custom-made jeans paired with an easy, eye-catching top. For her accessories, she's past the big and chunky phase and these days opts for timeless items that can go with anything, like the jewelry seen here from Swarovski. No matter the outfit, she finds herself gravitating towards delicate, summer-ready necklaces, bracelets, and rings — pieces that she can see her

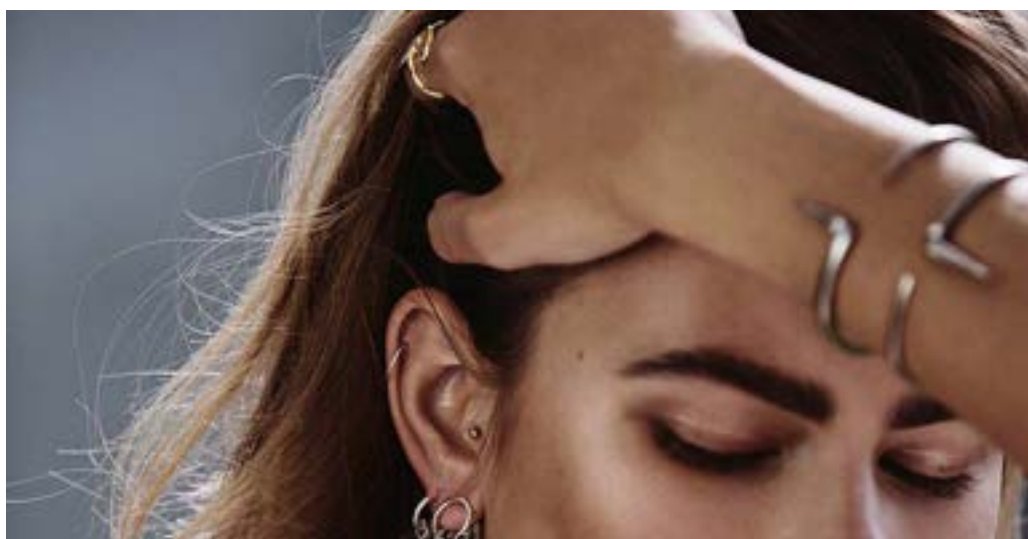
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"After giving birth," says Hirsch of her current style metamorphosis, "I found myself with curves and wanted to explore how to dress this new body." The opportunity allowed her to create a capsule of effortless, utilitarian pieces. Whether she's running errands or chilling at home in the Hollywood Hills, her go-to look is usually a pair of custom-made jeans paired with an easy, eye-catching top. For her accessories, she's past the big and chunky phase and these days opts for timeless items that can go with anything, like the jewelry seen here from Swarovski.



VOX MEDIA CEO ON THE FUTURE OF DIGITAL MEDIA

BRAND EXTENSIONS. BLOGGERS WERE REWARDED FOR LAUNCHING THEIR OWN LINES AND/OR COLLABORATIONS



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ONLINE MARKETPLACE REVENUES TO DOUBLE BY 2022

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THIS FOOTWEAR BRAND IS RELEASING A LINE OF SIZE- INCLUSIVE SHOES

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WHY SO MANY FASHION BRANDS ARE CASTING THEIR OWN EMPLOYEES IN AD CAMPAIGNS

BEYONCÉ'S COACHELLA MERCHANDISE IS AVAILABLE TO SHOP ONLINE

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THE QUEEN OF FASHION NOVA GETTING

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SELENA GOMEZ
DESIGNED A PAIR
OF SNEAKERS—AND
SOCKS!—FOR PUMA





TARGET'S NEW SWIMWEAR ADS ARE PHOTOSHOP-FREE, AND IT'S BEYOND REFRESHING

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THE DEEPLY PERSONAL MEANING BEHIND TIFFANY HADDISH'S OSCARS OUTFIT

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FINALLY, EVERY SINGLE LAYER OF YOUR OUTFIT CAN BE J.CREW



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IT'S 2020, AND PARIS HILTON DRESSED
UP AS KIM KARDASHIAN TO PROMOTE
YEEZY SEASON 6



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