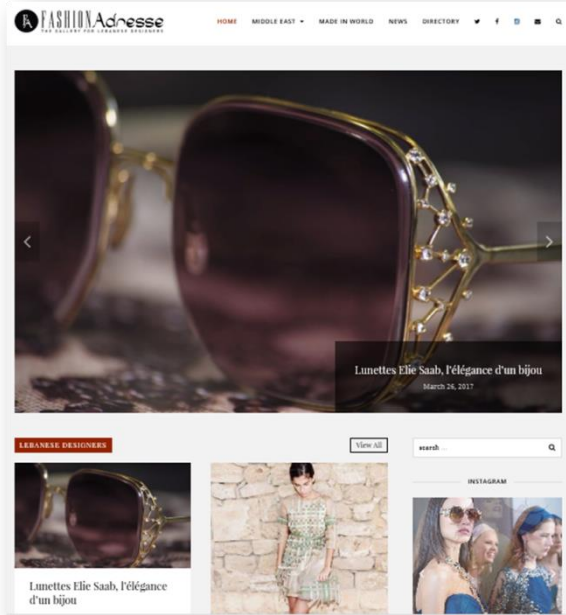


## PRESS KIT - 2017

FashionAdresse is dedicated to Lebanese fashion designers and to the fashion industry in the Middle East.



### Type of Articles:

- Market studies
- Fashion Designers interviews
- Events
- News
- Lebanese fashion designers directory



**Followers : 5 122**

- Like/pic : 4
- Reach/pic : 800
- Countries : Lebanon, France, Egypt, UAE, Algeria, India
- Women : 75%
- Age : 18-34
- Average Post/day: 3



**Followers : 8 680**

- Like/pic : 55
- Reach/pic : 700
- Countries : Lebanon, Saudi Arabia, Egypt, USA, Turkey, UAE
- Women : 77%
- Age : 18-34
- Average Post/day: 3

- 2016: 9,000 views/day
- 2017: 100 views/day due to the changement of articles style
- **DIRECTORY: 500** average views/ designer
- Most of the articles are classified on the 1st page of Google in their category