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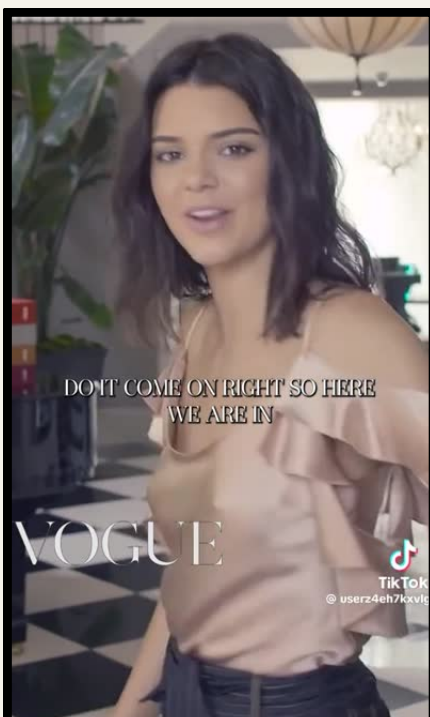
Different Themes
CONTENT VIDEOS

23

QUESTIONS *With Tailored Thrifts*

The Idea :

A fast-paced Q&A reel featuring Sierra, the founder of Tailored Thrifts, would be a highly engaging way to introduce her to the audience while subtly showcasing the store. Inspired by Vogue's 73 Questions, this format makes the brand feel human, approachable, and personal. Instead of a traditional sit-down introduction, Sierra will answer 23 rapid-fire questions while moving through the store, allowing viewers to see both her personality and the space in action. People connect with stories, not just products, and by giving Sierra a voice, this reel transforms Tailored Thrifts from just another thrift shop into a passion-driven, founder-led brand. The questions will range from personal insights ("Why did you start Tailored Thrifts?"), to thrift-related fun facts ("What's the best find you've ever scored?"), to styling tips ("One piece you think everyone should own?"). This combination keeps the content engaging for fashion lovers, sustainability advocates, and curious shoppers alike. The goal is simple: to make Sierra the face of Tailored Thrifts, giving people a reason to care beyond just shopping.



The Execution:

The execution of this idea will feel natural and immersive. The video will start outside the store, with an intern asking Sierra, "Hey, can we ask you 23 questions?" as she unlocks the door and flips the "open" sign. As she walks in, the questions begin, seamlessly flowing with her routine of checking inventory, styling mannequins, arranging clothes, and interacting with the space. The store itself will act as a visual storytelling element, with B-roll showcasing unique pieces and customer interactions. The pacing will be snappy and energetic, using quick cuts to keep viewers hooked. To keep the audience engaged, the video can end with a call to action, such as "Got a thrift question for me? Drop it below!", inviting viewers to interact and feel like part of the community.

WHM

WOMEN's HISTORY MONTH



Celebrating Women's History Month at Tailored Thrifts ; March 1st!

March is all about honoring the strength, resilience, and achievements of women, and as a women-owned business, we're excited to kick it off in a special way!

On March 1st, we're inviting everyone who visits our store to hold our "Happy Women's History Month" poster and be part of a collective celebration. We'll be capturing photos and videos throughout the day (with your consent, of course!) and creating a special montage to highlight the amazing women in our community.

Women's History Month isn't just about the past; it's about supporting and uplifting women today. Whether it's through sustainable fashion, shopping local, or simply recognizing the incredible women around us, every small action makes a difference.

Happy Women's
History Month

I made this for a club !



Songs as outfits



This idea revolves around creating outfits inspired by the women in iconic songs, bringing the stories behind the lyrics to life through fashion. Whether it's the rebellious energy of Jenny from the Block, embodying confidence and street-style edge, the melancholic romance of Taylor Swift's Betty, capturing soft, vintage-inspired nostalgia, or the effortless cool of Lana Del Rey's Carmen, exuding old Hollywood glamour with a touch of mystery, each look would reflect the essence of the girl the lyrics describe. These outfits would not just be about style but about storytelling—allowing people to step into the world of their favorite songs and embody the emotions, aesthetics, and personalities that make these musical muses so unforgettable.

Outfits Inspired by "The Girls in Each Song"



Why it is Effective :

Relatability & Emotional Connection

Everyone has a song that represents them or reminds them of a moment in their life. This makes the fashion feel more personal rather than just another haul.

Proven Consumer Behavior

Statistically, people are more likely to buy when they see try-on hauls. Seeing outfits on real people rather than product images increases purchase intent because it helps them visualize how the clothes would look on them.

Trend-Driven & Viral Potential

This aligns with the rise of fashion storytelling on TikTok and Instagram

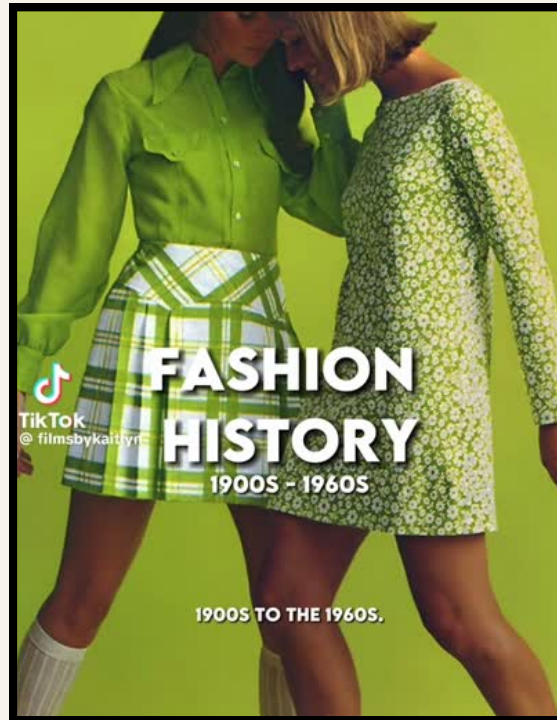
Encourages user engagement - people will tag friends, comment their "song girl," and even recreate their own versions.

Increased Watch Time & Retention

People love transformation and reveal content. Watching an outfit come together from inspiration to execution keeps engagement high.

HERstory

THROUGH FASHION



Fashion Evolution Reel

For “HERstory Through Fashion”, we’ll take our audience on a visual journey through the decades, showcasing how women’s fashion has evolved alongside history. Using a mix of curated images from the 1900s to today, the reel will highlight iconic styles that defined each era, from flapper dresses of the roaring ’20s to the bold power suits of the ‘80s, all the way to modern-day thrifted trends.

Each transition will be seamless, with vintage textures, typography, and music reflecting the time period. Alongside fashion, we’ll weave in key moments from Women’s History Month, showing how shifts in women’s rights, work, and culture influenced the way they dressed. From the liberation of the 1920s to the feminist movements of the ‘70s, this reel will be both nostalgic and empowering.

The goal is to educate, inspire, and celebrate the resilience of women, while reinforcing the message that fashion is history ; one we continue to write today. To engage viewers, we can end with a question: “Which decade’s style speaks to you the most?” #HERstory #WomensHistoryMonth #FashionThroughTheDecades