



## Cheap Monday

Cheap Monday is a Swedish clothing label. It was founded in 2000 by Örjan Andersson and Adam Friberg, originally as a second-hand clothing store, in a suburb of Stockholm. The clothes started selling in 2004, and from the beginning in only one store called Weekday. The name of the brand originates from the fact that the original store was only open on Sunday. The brand is known for their idiosyncratic designs, and has expanded from their original focus on jeans to include sneakers, flannel, and shirts.

Cheap Monday clothes are distributed in a variety of stores worldwide, in more than 35 countries in about 1800 stores all over the world, including Urban Outfitters and Asos.

[www.cheapmonday.com](http://www.cheapmonday.com)

# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.carlaviolet.com](http://www.carlaviolet.com)



www.Cheap Monday



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Client / Cheap Monday (2017)

Online Platform: [www.carlaviolet.com](http://www.carlaviolet.com)





# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.fyjjournal.com](http://www.fyjjournal.com)



Shirt / Trousers / Top / Skirt - [COS \(SHOP\)](#) / Fish-Net Dress & Boots - [SACAI \(SHOP\)](#) / Jacket - [IDISM \(SHOP\)](#) / Ring - [GUISEPPE ZANOTTI \(SHOP\)](#) / Earring - [ANTEPRIMA \(SHOP\)](#) / Sun Glasses - [PUMA \(SHOP\)](#) / Clip-On Nail Rings - [CHEAP MONDAY \(SHOP\)](#)

# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.fyjjournal.com](http://www.fyjjournal.com)



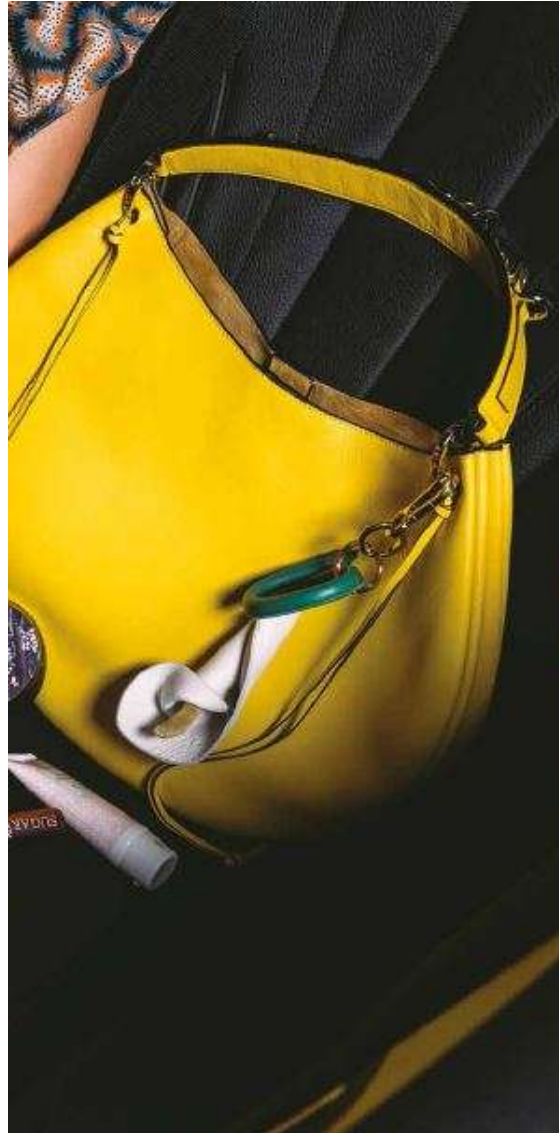
Top - ISABEL MARANT © LANE CRAWFORD ([SHOP](#)) / Dress with Sleeves - CLUB MONACO ([SHOP](#)) / Dress - SPORTMAX STUDIO ([SHOP](#)) / Dress - CLAUDIE PIERLOT ([SHOP](#)) / Boots - JIMMY CHOO ([SHOP](#)) / Body Belt - GUISEPPE ZANOTTI ([SHOP](#)) / Earring - ANTEPRIMA ([SHOP](#)) / Clip-On Nail Rings - CHEAP MONDAY ([SHOP](#))



# PR: Editorial Coverage

Client / Cheap Monday (2017)

Publication: Hashtag Legend



*Styling: Arianna / Karen Chiang  
Model: Florence Wu  
Locations: The Upper House, Tizianova Ballroom*

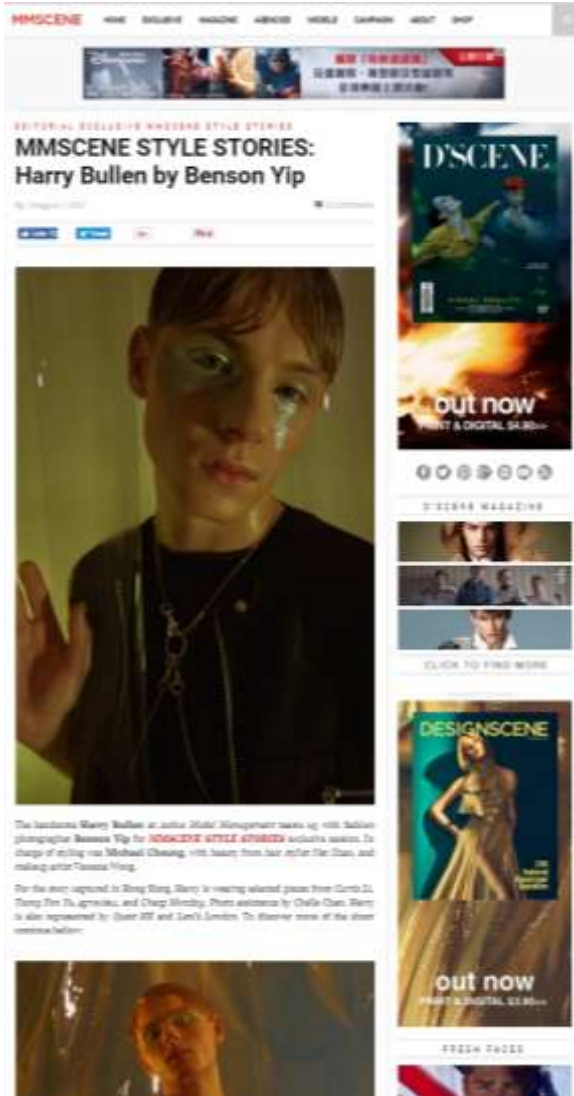


*Bag and earrings: Celine  
Sunglasses: Gentlemonster at Fuyi Optical  
Wallet: Balenciaga  
Sneakers: Cheap Monday  
Trousers: Stella McCartney  
Cosmetics: Syneco and Giorgio Armani Beauty  
Shoes: Maudslayi*

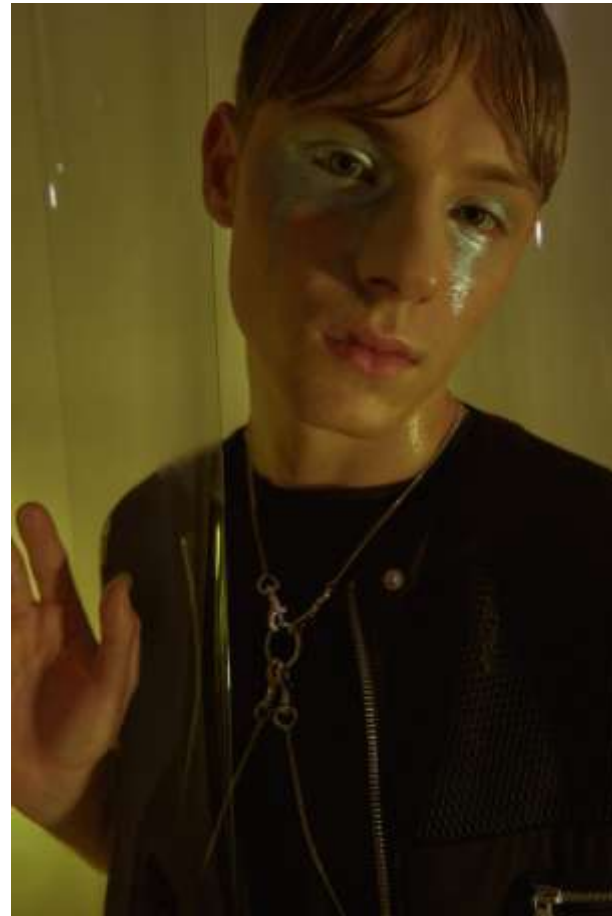
# PR: Editorial Coverage

Client / Cheap Monday & 5Preview (2017)

Online Platform: [www.malemodelszene.net](http://www.malemodelszene.net)



The screenshot shows the MMScene website interface. At the top, there is a navigation menu with links for HOME, EXCLUSIVE, MAGAZINE, AGENCY, WORLD, CAMPAIGN, ABOUT, and SHOP. Below the menu is a banner for 'NEW FORBIDDEN' with Chinese text. The main content area features an article titled 'MMSCENE STYLE STORIES: Harry Bullen by Benson Yip' by Benson Yip, dated 11/11/2017. The article includes a large image of Harry Bullen in a black leather jacket, a smaller image of a magazine cover for 'D'SCENE' with the text 'OUT NOW PRINT & DIGITAL \$4.99', and a 'CLICK TO FIND MORE' button. Below the article is a 'DESIGNSCENE' magazine cover with the text 'OUT NOW PRINT & DIGITAL \$4.99' and a 'FRESH FACES' button. The website also features social media sharing icons and a 'D'SCENE MAGAZINE' section.



# PR: Editorial Coverage

Client / Cheap Monday (2017)

Publication: PUMP Magazine



#### WARM ON A COLD NIGHT

PHOTOGRAPHER:  
CHRISTOPHER  
VAN ARDEN  
STYLING: JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA  
WANG / JESSICA

#### MODEL IS WEARING

THE  
A  
THE  
THE  
THE

# PR: Editorial Coverage

Client / Cheap Monday & 5Preview (2017)

Publication: PUMP Magazine





# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.mindlyjournal.info](http://www.mindlyjournal.info)



film camera 003

*On Tom | Blazer from **ETRO** (**SHOP**), T-shirt from **ADIDAS** (**SHOP**), Jeans from **CERRUTI 1881** (**SHOP**)  
On Zenni | Jacket and Knit from **KENT & CURWEN** (**SHOP**), Shirt from **SHANGHAI TANG** (**SHOP**), Pants from **BALLY** (**SHOP**)  
On Matryoshka | Vest top from **ADIDAS** (**SHOP**)  
On Anthony | Shirt from **Z ZEGNA** (**SHOP**), Pants from **CHEAP MONDAY** (**SHOP**)*

# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.mindlyjournal.info](http://www.mindlyjournal.info)



*On Zenni | Shirt from AMERICAN EAGLE OUTFITTERS (SHOP)  
On Tom | Shiny top from H&M (SHOP), Polo from KENT & CURWEN (SHOP),  
Pants from CHEAP MONDAY (SHOP), Jacket on waist from MINI.MAESTERLLI (SHOP)  
On Anthony | Vest top from CHEAP MONDAY (SHOP), Hat from FINGERCROXX (SHOP)*

# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.fyjjournal.com](http://www.fyjjournal.com)

FYI.JOURNAL

MAYBE THOSE DREAMS ARE MEANT FOR YOU



MAYBE THOSE DREAMS ARE MEANT FOR YOU

August 30, 2017



Leather Jacket & Pants - MARELLA [@MARELLA](#) / Top - IDISM [@IDISM](#) / Bracelets - Rings - JOHN GALLIANO [@JGALLIANO](#) / Rings & Bracelets - CHEAP MONDAY [@CHEAPMONDAY](#) / Choker - H&M [@H&M](#) / Necklace - AMERICAN EAGLE OUTFITTERS [@AEOUTFITTERS](#) / Vintage Scarf of Head / Vintage Belt - ONOESTYLE.HK [@ONOESTYLE.HK](#)



# PR: Editorial Coverage

Client / Cheap Monday (2017)

Online Platform: [www.fyjjournal.com](http://www.fyjjournal.com)



Stylist: Sarah [SHOP] / Props: John [SHOP] / Hair: [SHOP] / Makeup: [SHOP] / Dress: [SHOP] / Jewelry: [SHOP] / Cigarette: [SHOP] / Cigarette Holder: [SHOP] / Cigarette Case: [SHOP]



Dress - ETRO (SHOP) / Ring - JOHN GALLIANO (SHOP) / Rings & Bracelets - CHEAP MONDAY (SHOP) / Cigarette - H&M (SHOP) / Necklace - AMERICAN EAGLE OUTFITTERS (SHOP)



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @missjanni



missjanni  
Instagram Pier

Following

371 likes

1d

missjanni Trying to memories the lyrics to my own songs got me like 𠄎𠄎♀... 這一天頭痛了 𠄎 𠄎 Wearing @cheapmondayhk 𠄎 𠄎 @rossvickers\_photography

view all 60 comments

steddynl Love this pic!👉

xx.rai Such a lovely dress

withlovelilyrose You look so pretty in this dress



Add a comment...

o o o

# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @manilahongkie



manilahongkie

Following

546 likes

21h

manilahongkie How to dress for HK's bipolar weather 101  
#CauseYoureHotThenYoureCold -----  
Wearing #CheapMonday White Airy shirt styled with #KrishaSia original sheer perfection in white (just made that up but it's actually made by me, well, my dressmaker, can't sew to save my life)  
#5Preview Black Lucille Trousers  
#CheapMonday Romantic Earrings & Nails, Buck Bag  
Photographer (and special thanks to) @themcheung 🌟

seekinpleasure I love this look 😊

larosequotidien I love this! 😊

vhallah love this babe!

manilahongkie @seekinpleasure thanks dear 😊

manilahongkie @larosequotidien thanks la rose 🌹🌹🌹



Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @manilahongkie



manilahongkie

Following

508 likes

19h

manilahongkie Thursday, but more like Thirstday here in Manila with the boiling heat ☀️ dehydrated and dry everything - my skin, my hair, my humour (oh wait that's how it is most days) Unrelated caption, just wanted to share my sentiments)

Wearing #CheapMonday graphite City Jacket and white Jump Jacket turned unintentional skirt, accessories from #Celine #HM #Everywhere  
Photographer @themcheung

\_josevinas Til when are you here?

manilahongkie .

#fashion#ootd#inspiration#hkig#hkigers  
#blog#blogger#fashionblogger#followtr  
sin#style#lifestyle#dressed#wardrobe#

♡ Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @nikolalines



nikolalines

Follow

829 likes

1w

nikolalines Been there, was that 😊

@cheapmonday

cemcoruk Your pictures are awesome :)

nikolalines #cheapmonday #instagood  
#instamood #instadaily #hkig

j\_yoo21 beautiful!!

stephanie.hk 😊

nikolalines @stephanie.hk 😊😊

themcheung Haha #insidejoke

popkommkt On point!

nikolalines @themcheung 🤔🤔 hahaha



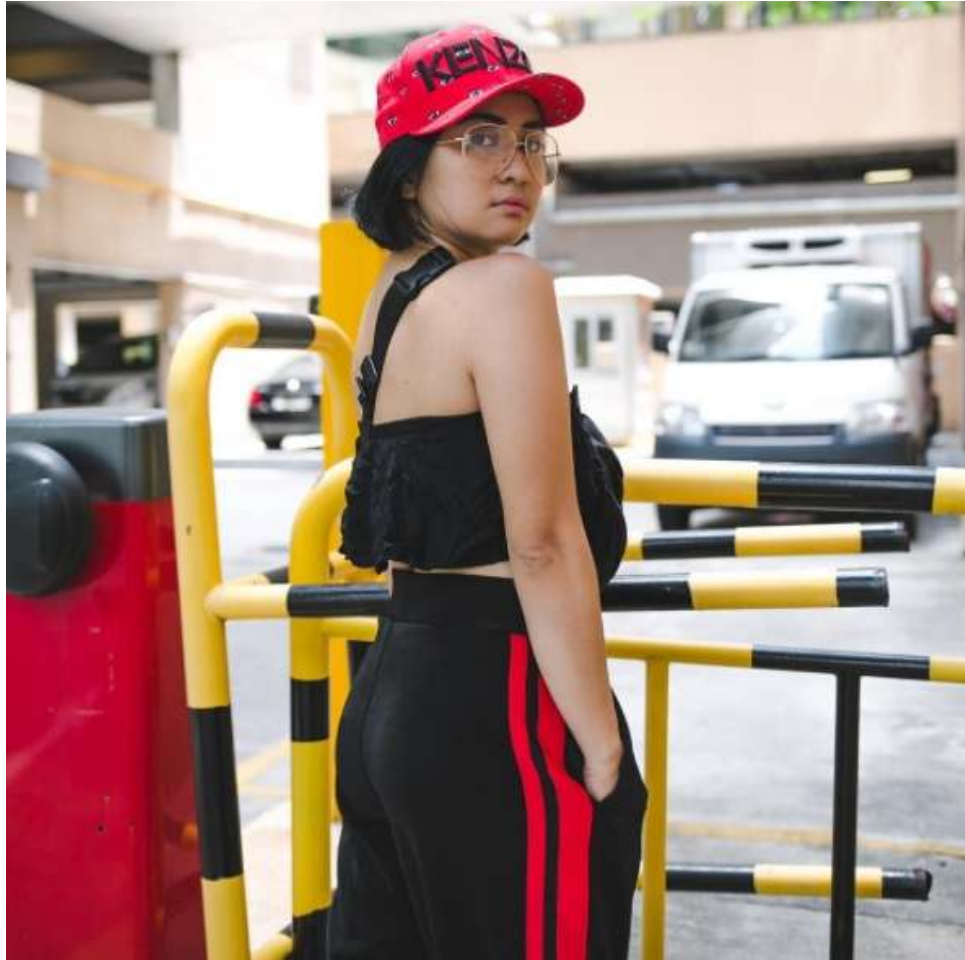
Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @misscarlaviolet



misscarlaviolet

Following

misscarlaviolet Not looking forward to Monday but ironically wearing Monday 😊  
@cheapmonday @cheapmondayhk

misscarlaviolet #ootd #outfit #ootdmagazine #outfitoftheday #outfitinspiration #baesmentapproved #hypebeast #hypebae #hype #retro #style #streetwear #streetstyle #styleblogger #cheapmonday #cheapmondayhk #instalikes #instagirl #streetfashion #fashionkilla #fashionslayer #fashionblogger

akhmadyafifn gergeous!

jessicailam I'm obsessed with your style!!!

fr4nk11m0sk 🐼🐼

arielrider\_eu amazin photo.

dailyattitudes Nice picture!👏🌟

stay.savy Lovely xx



211 likes

13 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @misscarlaviolet



misscarlaviolet

Following

misscarlaviolet Casually gliding through the week in @cheapmonday @cheapmondayhk | On the blog tonight -- Direct link in profile ☐☐

misscarlaviolet #ootd #outfits #ootdmagazine #outfitoftheday #streetwear #streetstyle #streetfashion #style #fashion #fashionblogger #baesmentapproved #hype #hypebae #hypebeast #hypebeastkicks #girlsonkicks #90sfashion #90sstyle #cheapmonday #yescheapmonday #fashionkilla #fashionslayer #slay

jasminamelie ☐☐

lafrenchcut Beautiful 💕

alitheacastillo Ay bet ko to!! 🍷

jessicailam Love this look as always! 💕

themcheung Such a great walking shot. ✕



208 likes

10 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @missscarlavolet



missscarlavolet

Following

missscarlavolet New style post up on the blog feat. @cheapmonday @cheapmondayhk | direct link in bio. You know the drill ☐☐

missscarlavolet #ootd #outfits #ootdmagazine #outfitdetails #cheapmonday #yescheapmonday #style #streetwear #streetstyle #styleblogger #fashion #fashionkillla #fashionslayer #fashionblogger #hype #hypebae #hypebeast #hypebeastkicks #baesmentapproved #instalook #instalike #instadaily

atul\_gohel\_dt ☐☐☐☐☐ 🍷👟📷☐☐☐

\_es.sential\_ Yasss! 🍷❤



127 likes

3 HOURS AGO

Add a comment...





# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @stylekush



stylekush

Following

stylekush essentials 🥰 #everlane  
#cheapmonday #mvmt #benefitbrows  
#benefitcosmeticshk #style #stylekush #flatlay  
#bobbibrownhk

stylekush #sunglasses #fashion#hkfashion  
#hkfashionblogger #lifestyle #browsonfleek  
#kabrow #cheapmondaylook #everlaneshoes  
msminimalist Very sweet!



65 likes

2 DAYS AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @nikolalines



nikolalines

Following

nikolalines A net boot kinda day.. ☐  
nikolalines #instagood #instagramer  
#dailyoutfit #instalike #cheapmonday  
#cheapmondayhk #hkig #netboots #fashion  
#outfitoftheday #ootd #eurasian

chayma\_zeribi OMG 😊

cathrinejuhl Wooooowww BEAUTIFULLL

chantelle.csl Your pictures are awesome :)

\_emmy\_pang0404 Cool!

themcheung Looks so cool! ✕

ungmin 😊😊😊

imawarmachine 😊😊😊



699 likes

11 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @tiamariehemphill



tiamariehemphill  
Kowloon Bay, Hong ...

Following

tiamariehemphill Chance the Rapper - Blessings (Louis Futon Flip ft. Ariel Shrumptet) 🎵🎶🔥 #itscheapmonday

anneale\_Babe 😊

alden\_ignacio Haays i fall 🍂

alvinc314 🔥🔥🔥

luanedelima 😊😊😊

jorgiomari 😊😊🔥🔥

stacy\_antipova 🔥🔥🔥

migzsamartino 🍷

dressmeblogme Looking insane amaze in @ravenandrose!

luomo\_habo\_photographer Nice casual

rokraida\_rich Maganda



536 likes

1 DAY AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @stephanieso



stephanieso  
The Hive Studios

Following

stephanieso Wearing @cheapmonday  
@cheapmondayhk for AW 17 collections 🎧👕

stephanieso .

#ootd #outfitoftheday #lookoftheday  
#lookbook #wiwt #whatiwore  
#whatiworetoday #outfit #todayimwearing  
#asseenonme #hkbased #hkiger #hkigers  
#hkig #discoverhk #discoverhongkong  
#thehive #thehivestudios #popkorn  
#popkornmkt #aw17 #hkblogger #basedinhk  
#hkbased #hkcontentcreator #contentcreator  
charmainengc Slayyyyy ☐☐  
\_davesingh 🍷🍷🍷



136 likes

1 DAY AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @anthe126



anthe126

Following

anthe126 Rock me in PINK!!!  
MA-1 n earrings from @cheapmondayhk  
2017 fall winter collection ♡

@popkornmkt  
@cheapmonday  
@wardrobekshowroom

anthe126 #ootd  
#wardrobekshowroom  
#popkornmkt  
#cheapmonday  
#pink  
#pinkstuff  
#2017fw  
#fashion



440 likes

1 DAY AGO

Add a comment...



# PR: Digital Seeding

Client / Cheap Monday (2017)

Influencer: @anthe126



anthe126  
Hong Kong Internati...

Following

anthe126 What's in my travel bag? ✈️

·  
·  
·  
·

#travel #ootd #travelbag #nars #shiseidohk  
#shiseido #cheapmonday  
#iphone

littlesai 幾點到

anthe126 @littlesai 11:55pm 📍boarding  
now

my.travel.essentials Add more to your  
collection with our items

chungyan\_khloe safe flight and have a



230 likes

AUGUST 21

Add a comment...



# 5 PRE VIEW®

## 5Preview

5PREVIEW began in 2008 in a small apartment in Rome when Swedish designer and illustrator, Emelie Mårtensson, decided to release a small, graphic tee shirt collection of 5 pieces. Her expressive, illustrative style and ironic, bold imagery became quickly popular and the label expanded from a small tee shirt line into a complete women's collection.

5PREVIEW today boasts a 200-piece collection that includes women's wear, men's wear, children's wear and accessories.

5PREVIEW experiments with colour, all over prints, and a multiple of fabrications including cotton fleece, washed silk and pure wool, a far cry from its earlier monochromatic days. It's instantly recognizable styling has been featured in magazines such as Elle, Glamour, Muse and the holy grail of fashion magazines, Vogue.

Although the label originated in Rome, it was also based in New York until it finally settled in Södermalm, Stockholm where the head office remains today. 5PREVIEW now employs 10 coworkers and the label is sold to over 30 countries worldwide.

<http://shop.5preview.com>

# PR: Editorial Coverage

Client / 5Preview & Nikben (2017)

Publication: Silkroad (Cathay Dragon Inflight Magazine)





# PR: Editorial Coverage

Client / 5Preview (2017)

Publication: PUMP Magazine



Pump Style File

# PUMP

## WARM ON A COLD NIGHT

PHOTOGRAPH BY: CHELLE CHAN  
HAIR: SHINE UP  
STYLING: JUDITH AU  
WARDROBE: GENESIS  
ASSISTANT: BEANSON YIP  
@ KALORINE STYLING  
MICHAEL CHEUNG  
@ HAIR STYLIST: SHINE UP  
MAKEUP ARTIST: PEGGY TSOI

## MODEL IS WEARING

SHINE UP

# WARM ON A COLD NIGHT

Photographer: CHELLE CHAN  
Nail Artist: STELLA TSEUNG  
Model: JUDITH AU @ MODEL GENESIS  
Assistant: BEANSON YIP  
Wardrobe Stylist: MICHAEL CHEUNG  
Hair Stylist: SHINE UP  
Makeup Artist: PEGGY TSOI

# PR: Editorial Coverage

Client / 5Preview (2017)

Publication: Milk



## JIMMY CHOO LAW, WIBLE, BECKT

JIMMY CHOO 的 L.A.M. 系列鞋履，以簡約俐落的設計，展現出  
現代女性的優雅、自信與力量。在 2017 年秋冬系列中，Jimmy Choo  
將以 L.A.M. 系列鞋履為主題，展現出女性的優雅、自信與力量。  
L.A.M. 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。  
L.A.M. 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。

## ROKSANDA AW 2017 COLLECTION

ROKSANDA 的 AW 2017 系列鞋履，以簡約俐落的設計，展現出  
現代女性的優雅、自信與力量。在 2017 年秋冬系列中，Roksanda  
將以 AW 2017 系列鞋履為主題，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。

## 5PREVIEW COLLECTION

5PREVIEW 的 AW 2017 系列鞋履，以簡約俐落的設計，展現出  
現代女性的優雅、自信與力量。在 2017 年秋冬系列中，5Preview  
將以 AW 2017 系列鞋履為主題，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。

## MM6

MM6 的 AW 2017 系列鞋履，以簡約俐落的設計，展現出  
現代女性的優雅、自信與力量。在 2017 年秋冬系列中，MM6  
將以 AW 2017 系列鞋履為主題，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。  
AW 2017 系列鞋履，以簡約俐落的設計，展現出女性的優雅、自信與力量。

# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @kaylaiw



kaylaiw  
Coachella Music and...

Following

256 likes

19h

kaylaiw Recap. Last post. Promise.  
#coachella #withdrawls

kaylaiw .

#ootd#style#personalstyle#outfit#outfit  
oftheday#currentlywearing#outfitofthe  
week#ootdshare#fashiongram#fashionk  
ids#fashioninspiration#whatiwore#stylej  
ournal#streetstyleluxe#fashion#fashion  
diaries#fashionstyle#americanstyleig#in  
spo#instalike#sustainablefashion

mattealinae Loving it!! 😊💕💕

ellencole\_ Awesome!

bohofaux We dig your style 💕👀 check  
us out for festival style inspo + more

bestofdad This is so @littleandbrave

ionszeeee 🌟



Add a comment...

0 0 0

# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @nikolalines



nikolalines

Following

nikolalines When you feel so tired but you can't sleep ☹☹..

nikolalines #instagood #instamood #instadaily #instagram #instagirl #hkig #eurasian

mervediary Awesome pic

lambragout Pretty...

themcheung I feel ya #cantsleep #daydreaming

nikolalines @themcheung hahaha #everytinglenight

laureen.smith That's why I love you

nikolalines @mervediary thanks! @lambragout thanks dear 😊

twinkleaesy Looking good

longistrash dat is pretty😊

3bo\_o.d 😊😊😊



843 likes

2 DAYS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @ansonlht



ansonlht

Following

ansonlht superficial •  
#5preview #BobbieSocks



238 likes

16 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @ballerinahanah



ballerinahanah

Follow

ballerinahanah Lazy sundays ☺☺ Might try meditating today (yes, I was inspired by my socks ☺)

Socks from @5preview\_official and available for purchase at holystreet.com :) #5preview

ballerinahanah .

#ballet #yoga #workout #fit #fitness #fitspo #fitfam #lifestyle #exercise #photooftheday #ootd #healthy #live #happy #me #bbgcommunity #health #green #fit #kaylaitsines #筋トレ #ワークアウト #フィットネス #ヨガ #ダイエット #バレエ



116 likes

23 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @hanahfelddahl



hanahfelddahl

Following

hanahfelddahl Happy birthday @themcheung ❤️ Post as promised, so sorry it took me forever ☐☐ @5preview\_official

dzhanalyieva028 hot ☐☐☐☐

themcheung Haha. I sound like an aggressive friend! :p Get back to me on a shoot. X

hanahfelddahl @dzhanalyieva028 😘❤️

hanahfelddahl @themcheung messaged you!!

mikaolivotti Omg give me your legsssss!!! 😘❤️

hanahfelddahl @mikaolivotti as if that just came from you... ☐

mymainmitch hmu in ma dms plz ☐ lookin damn good

hanahfelddahl @mymainmitch ahahah



251 likes

3 DAYS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @nickccy



nickccy

Following

nickccy 'The world is yours' when you step forward and persevere. What motivates you to keep track of your goals?

Many thanks to @themcheung for these incredibly soft and funky socks from @5preview\_official 🤍🤍🤍

nickccy .

#5preview\_official #fashionblogger  
#fashiongram #fashionphotography  
#fashiondiaries #menswear  
#mensweardaily #menstyle #menwithstyle  
#menwithclass #mensfashionpost  
#instaboy #cuteboy #styleinspo  
#streetstyle #streetfashion  
#bestofstreetwear #ootdmen  
#thecreatorclass #agameoftones



386 likes

3 DAYS AGO

Add a comment...





# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @nickccy



nickccy  
Taipei, Taiwan

Following

nickccy Throwing back to the colourful streets of Taipei where all you needed was a bike and a bit of wanderlust...

nickccy .

#fashionblogger #fashiongram  
#fashionphotography #fashiondiaries  
#menswear #mensweardaily #menstyle  
#menwithstyle #menwithclass



383 likes

4 DAYS AGO

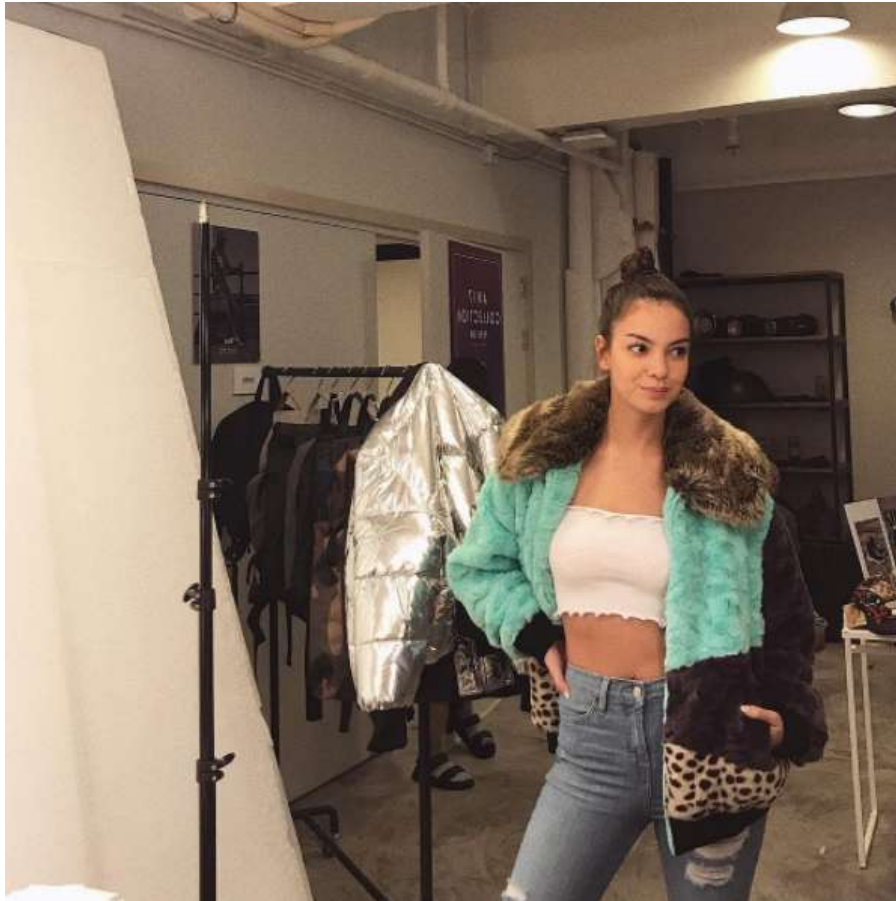
Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @nikolalines



nikolalines

Following

nikolalines That time I considered buying this pimp jacket ☐☐

katrinesouza Aint know Sunshine

zzjunior\_silvazz Blessings loved one

julius\_schuetz\_xcv 🖤🖤🖤

mayanealmeidaa beautiful!!

jeffinho\_oi Your legs are amazing Haha

pure\_simon Beautiful !!❤️❤️❤️🐾🐾🐾😁

ungmin Yaaaaasss

biancawstam Perfect for a pimp. Buy that sheet hahaha

nikolalines @biancawstam hahaha I should have! It was sooooo damn soft 😁



1,108 likes

1 DAY AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @anthe126



anthe126

Following

anthe126 I don't dress up for anyone but me

Wearing @5preview\_official 2017 upcoming fall winter collection! Thanks for having me ♡.

#ootd #5preview #fw2017 #fashion

popkornmkt This shade of purple is to die for! @mariapizzeria

themcheung Makes me want to copy the entire outfit for a shoot.

mouxgrey 好睇😊

damonso0906 Nice

yeuklam Jeng ahhhh😊😊😊😊

dominiedonie Gorgeous



559 likes

2 DAYS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @thehelenachan



thehelenachan  
Hong Kong

Following

thehelenachan 石澳 🌊

thehelenachan #hongkong #sheko #beach #sun #summer #bluesky #swimming #hiking #hike #mountain #nature #waves #ocean #sea #salt #swim #surf #bikini #beachpants #tropical #island #body #tan #tanning #sand #mermaid #coconut #starfish #eurasian #svensk

quikkleassmooth Beautiful♥♥♥♥♥. I can watch and look at you all day, so beautiful 😊😊😊😊. Never tired of seeing your beautiful body. ♥♥♥♥♥

adiant\_ Interesting beach trouserss

kenlk1 @thehelenachan ♥

keigorjai Nice weather 🌴

roseieellis These trousers 😊

twosundowners Awesome ! Great feed :)

themcheung #lensfordays ✕



455 likes

1 DAY AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @stephanieso



stephanieso  
Hong Kong

Following

stephanieso Recent favourite necklace combos ♥

stephanieso .

.  
. .  
. .  
. .

#vSCO #vscocam #vscodaily #vscocamdaily  
#selfie #5preview #lumeecase  
#ashblonde #eyeliner #red #choker  
#makeup #discoverhk #discoverhongkong  
#hongkong #ootd #outfitoftheday #wiwt  
#whatiwore #whatiworetoday  
#asseenonme #outfit #basedinhk #hkbased  
#hkig #hkigers #hkblogger  
#hkcontentcreator #photooftheday

llrrbb 😊

popkornmkt Ah! Gold and red. Perfect  
combo. #girlboss



133 likes

2 DAYS AGO

Add a comment...





## Nikben

It is not a rare sight to find traditional wallpaper and flowery prints on men's swimwear today. A classical concept that NIKBEN believes can be further developed by offering swimwear that conveys not only a pattern, but also a statement or an unforeseen "twist". NIKBEN conveys a lifestyle, it is a short that can be worn all year and on different occasions, not only to the beach or for swimming. NIKBEN is not simply in the business of selling swimwear - NIKBEN sells dreams of summer, sun and happy moments.

[www.nikben.com](http://www.nikben.com)

# PR: Editorial Coverage

Client / Nikben (2017)

Online Platform: [www.macaulifestyle.com](http://www.macaulifestyle.com)


The screenshot shows the Macau Lifestyle website interface. At the top left is the logo 'ML MACAU LIFESTYLE'. To the right are social media icons and a search bar. Below the logo is a navigation menu with categories: WHAT'S ON, DINING, PLACES, LIFESTYLE, CULTURE, SOCIETY, EVENTS, and CITY GUIDE. The main content area features a 'LIFESTYLE' tag, the date '12 JUNE 2017', and the author 'BY CARLA FLORENDO'. The article title is 'ULTIMATE FATHER'S DAY GIFT GUIDE'. The main image shows a man in sunglasses and a dark shirt relaxing on a lounge chair outdoors, reading a magazine. Below the image is a short paragraph of text. To the right of the main article is a sidebar titled 'EDITOR'S PICKS' containing several smaller article thumbnails and titles: 'BEAUTY IN THE AIR AT MGM MACAU'S GRANDE PRAÇA', 'WHAT'S ON', 'TOP TIPS FOR MOVING TO MACAU', 'LOCAL KNOWLEDGE', 'I GO-TO DESSERT BARS IN MACAU', 'DINING', 'ART EXHIBITIONS YOU HAVE TO SEE THIS JUNE', 'WHAT'S ON', 'FAMILY FRIENDLY', 'TOP 3 OUTDOOR ACTIVITIES TO DO WITH KIDS IN MACAU', 'FIC FRIENDLY', and 'MACAU GUIDE: INDOOR PLAYROOMS FOR KIDS'. A small red circular icon is visible in the bottom right corner of the page.

**ML MACAU LIFESTYLE**

WHAT'S ON | DINING | PLACES | LIFESTYLE | CULTURE | SOCIETY | **EVENTS** | CITY GUIDE

LIFESTYLE 12 JUNE 2017 BY CARLA FLORENDO

### ULTIMATE FATHER'S DAY GIFT GUIDE



June has officially landed and while we're all about the craze of summer activities, let's not forget that Father's Day is also just around the corner. Much like how we made our moms feel that they are the most wonderful human being on the planet last month, let's make it equally special for our Dads on their special day.

Let's admit it though, it is always so much easier to find that perfect gift or treat for Mom than for Dad. We get it, so we've rounded up a few gift ideas for every type of Dad that you can easily buy around the city!

#### EDITOR'S PICKS

- BEAUTY IN THE AIR AT MGM MACAU'S GRANDE PRAÇA
- WHAT'S ON
- TOP TIPS FOR MOVING TO MACAU
- LOCAL KNOWLEDGE
- I GO-TO DESSERT BARS IN MACAU
- DINING
- ART EXHIBITIONS YOU HAVE TO SEE THIS JUNE
- WHAT'S ON

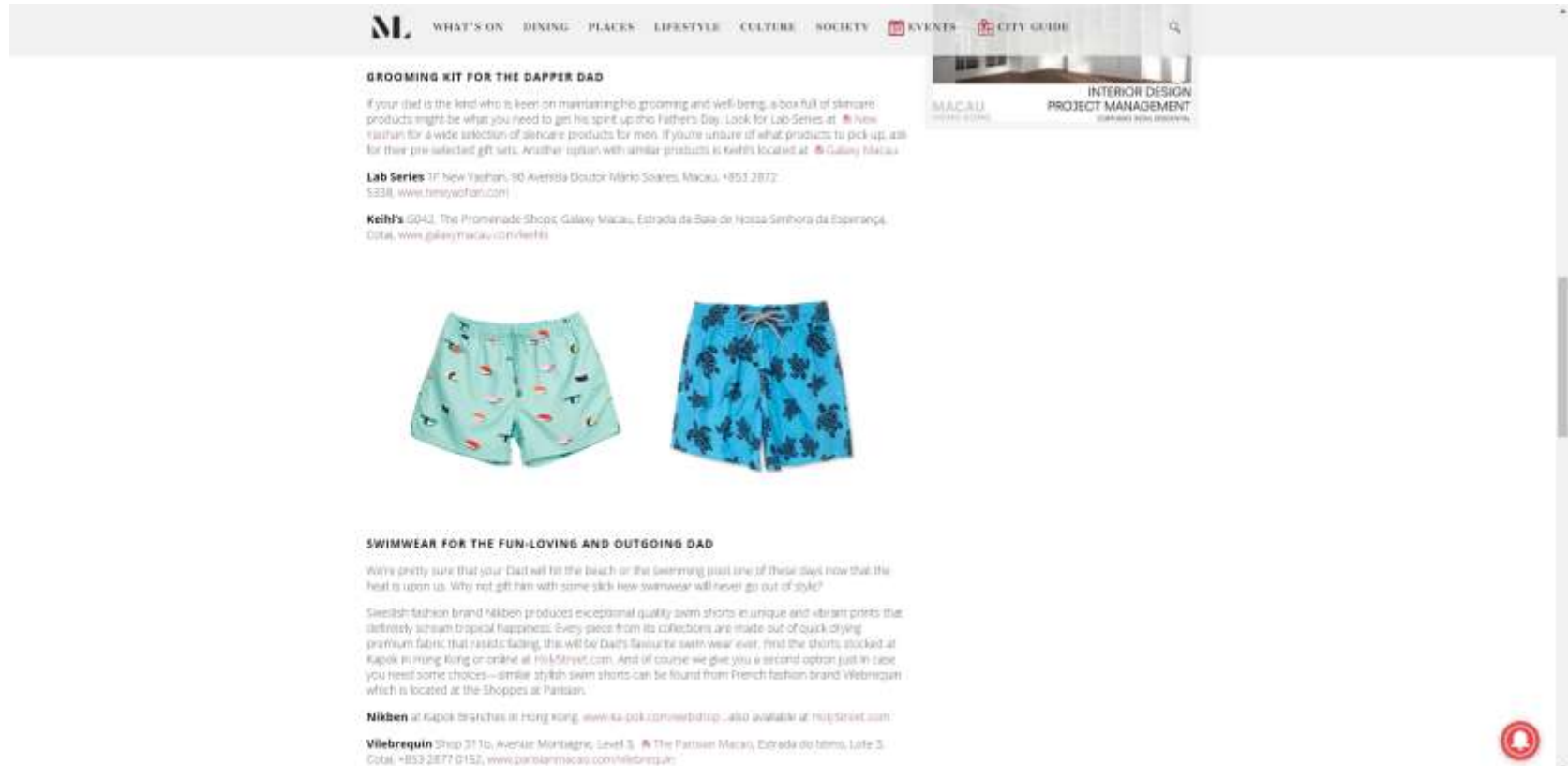
#### FAMILY FRIENDLY

- TOP 3 OUTDOOR ACTIVITIES TO DO WITH KIDS IN MACAU
- FIC FRIENDLY
- MACAU GUIDE: INDOOR PLAYROOMS FOR KIDS

# PR: Editorial Coverage

Client / Nikben (2017)

Online Platform: [www.macaulifestyle.com](http://www.macaulifestyle.com)



The screenshot shows a website layout with a navigation bar at the top containing 'ML', 'WHAT'S ON', 'DINING', 'PLACES', 'LIFESTYLE', 'CULTURE', 'SOCIETY', 'EVENTS', and 'CITY GUIDE'. The main content area is titled 'GROOMING KIT FOR THE DAPPER DAD' and includes text about Lab Series and Keih's products. Below this is a section for 'SWIMWEAR FOR THE FUN-LOVING AND OUTGOING DAD' featuring two pairs of swim shorts: one with a colorful pattern and another with a blue and black floral pattern. The article also mentions Nikben and Viebrequin brands. A small advertisement for 'MACAU INTERIOR DESIGN PROJECT MANAGEMENT' is visible in the top right corner, and a red circular icon is in the bottom right corner.

**ML** WHAT'S ON DINING PLACES LIFESTYLE CULTURE SOCIETY EVENTS CITY GUIDE

### GROOMING KIT FOR THE DAPPER DAD

If your dad is the kind who is keen on maintaining his grooming and well-being, a box full of skincare products might be what you need to get his spirit up this Father's Day. Look for Lab Series at [New Yeehan](#) for a wide selection of skincare products for men. If you're unsure of what products to pick up, ask for their pre-selected gift sets. Another option with similar products is Keih's located at [Galaxy Macau](#).

**Lab Series** 1F New Yeehan, 90 Avenida Doutor Mário Soares, Macau, +853 2872 5338, [www.labsyeehan.com](http://www.labsyeehan.com)

**Keih's** G041, The Promenade Shop, Galaxy Macau, Estrada da Baía de Nossa Senhora da Esperança, Cotai, [www.galaxymacau.com/keih](http://www.galaxymacau.com/keih)

### SWIMWEAR FOR THE FUN-LOVING AND OUTGOING DAD


Who's pretty sure that your Dad will hit the beach or the swimming pool one of these days? Now that the heat is upon us, why not gift him with some slick new swimwear that will never go out of style?

Swedish fashion brand Nikben produces exceptional quality swim shorts in unique and vibrant prints that definitely scream tropical happiness. Every piece from its collections are made out of quick-drying premium fabric that resists fading, this will be Dad's favorite swim wear ever. Find the shorts stocked at Kapok in Hong Kong or online at [HoiStreet.com](http://HoiStreet.com). And of course we give you a second option just in case you need some choices—similar stylish swim shorts can be found from French fashion brand Viebrequin which is located at The Shoppes at Parisian.

**Nikben** at Kapok branches in Hong Kong, [www.kapok.com/webshop](http://www.kapok.com/webshop), also available at [hoistreet.com](http://hoistreet.com)

**Viebrequin** Shop 311b, Avenue Montaigne, Level 3, The Parisian Macau, Estrada do Istmo, Lote 3, Cotai, +853 2877 0152, [www.parisianmacau.com/viebrequin](http://www.parisianmacau.com/viebrequin)

MACAU INTERIOR DESIGN PROJECT MANAGEMENT





# PR: Editorial Coverage

Client / Nikben (2017)

Special collaboration with Felicia (PLAY Club)

**FELICIA**

#FELICIAINPARADISE

WEDNESDAY  
**JULY 12TH**  
10PM TILL LATE

FREE ENTRY  
with Facebook like

Present this flyer  
at reception for  
a complimentary  
Belvedere Vodka  
cocktail

f i t @HIFELICIACO

1<sup>st</sup> FLOOR ON HING BUILDING, 1 ON HING TERRACE, CENTRAL HONG KONG

ROSE CHARRIER

# PR: Editorial Coverage

Client / Nikben (2017)

Special collaboration with Felicia (PLAY Club)



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @sunday.son



sunday.son  
Hong Kong

Following

sunday.son ❤️👍👏 Happiness can't be bought. But you can make it...and then devour it in one-go! Strawberries & Kiwi on bread can brighten up anyone's day! Nomnomnom

#happinesss #breakfast #homemade #morning #delish #brekkie #food #meal #instagood #foodgasm #delish #yum #nomnomnom #smile #wednesday #hkfoodie #chill #holidaymood #foodpornshare #hkig #hongkong #me #goodvibes #instagood #SUNDAYson

imjonnyho Wow so fresh



382 likes

3 HOURS AGO

Add a comment...



# PR: Digital Seeding

Client / 5Preview (2017)

Influencer: @sunday.son



sunday.son

Following

sunday.son 🌈🌴🐼 Mondays don't have to be blue. In fact, they can be every colour of the rainbow! I say ditch the suit & slip on those @nikben summer trunks - one for every day of the week! Thanks, @popkormmkt

- 
- 
- 
- 

#holidaymood #beach #monday #bliss #chill #happiness #sunshine #ootd #positivevibes #positivity #explorer #wanderlust #adventure #weekendvibes #free #goodvibes #me #instagood #travel #explore #smile #discover #passionpassport #instadaily #photooftheday #hongkong #nature #fashion #SUNDAYson

hkjun ☐☐☐



262 likes

AUGUST 14

Add a comment...

