

# Kasia Chinery Florist

Instagram

Showreel

Model and co-founder of East London based floristry Gloria Studio, Kasia is the girl next door that everybody wants to know!

With a keen interest in floristry, Kasia started working at a floral studio a few years ago, where she met her now business partner. Together, the two female founders opened Gloria Studio, named after their favourite Patti Smith song. Gloria Studio focuses on romantic and seasonal flowers arranged to reflect the natural ramblings of gardens and green spaces.

The nature of her business allowed her to organically create beautiful content and combined with Kasia's personal 70s inspired style quickly gained her traction across her Social channels, but in particular Instagram. Prominently featuring her blue staffy Lenny probably also didn't hurt growing her community.

Kasia has partnered with an array of fashion brands reflecting her eclectic and unique sense of style across a variety of digital campaigns whilst also having worked with hair brands showcasing her distinctive bleach blonde hair.

Over the years Kasia has also created teambuilding and creative workshops, which she offers to personal and corporate clients. These activities lend itself beautifully to open up conversations in a group whilst learning about floristry. The workshops can be tailored to any brand, company or event.

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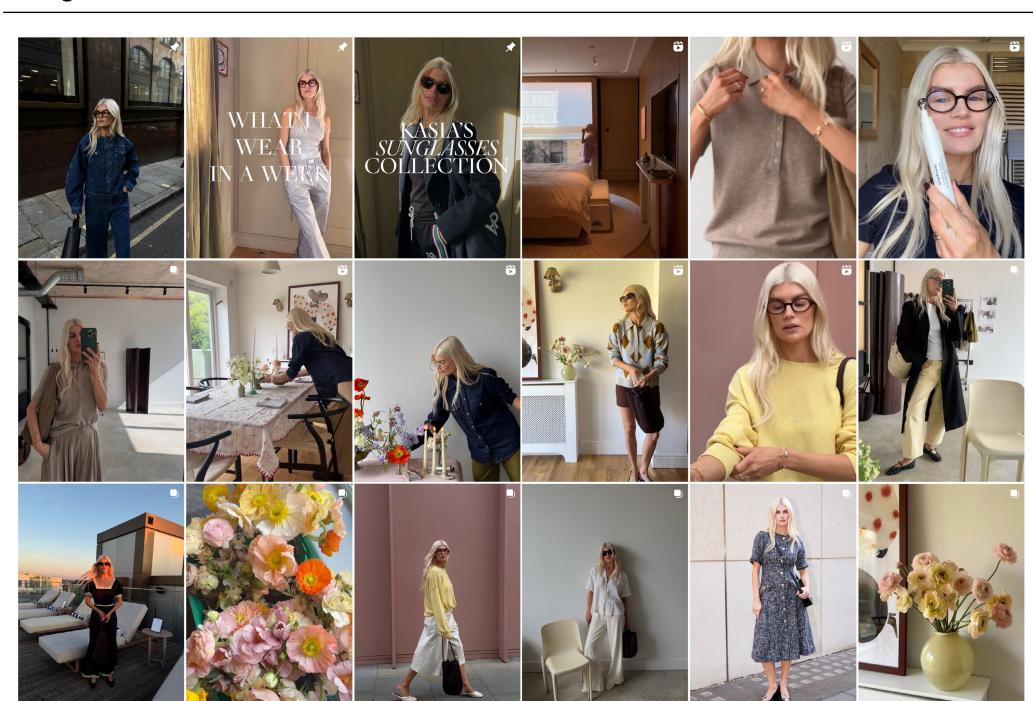
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Instagram

@kasiachin

Followers 28.2K Engagement 5.38%

Average Likes / Comments 914 / 20 Demographic
Female 86.3% / Male 13.8%



#### Press.







**Read Article** 

Wolf & Badger Feature September 2023

Watch Episode

Guest-host on The Show by Sheerluxe January 2025

Read Article

Seraphina Feature September 2022

#### Appearances.







London Fashion Week Huishan Zhang SS24

Rouje x Missoma Launch Dinner

Antler x The British Pullman Belmond Lunch

#### SHEERLUXE



**Sheerluxe** 

Overall Engagement 108,336

Overall Reach 182,573

#### **ALIGNE**



**Aligne** 

Overall Engagement 4,765

Overall Reach 49,898

## HUSH



<u>Hush</u>

Overall Engagement 590

Overall Reach 8,163

## MALINA



By Malina

Overall Engagement 1,110

Overall Reach 14,457

#### Case Studies.

#### OLIVER BONAS



**Oliver Bonas** 

Overall Engagement 6,704

Overall Reach 36,949

### M&S



<u>M&S</u>

Overall Engagement 2,073

Overall Reach 8,621

#### **MERIT**



#### <u>Merit</u>

Overall Engagement 1,135

Overall Reach 14,257

#### JIMMY FAIRLY



#### **Jimmy Fairly**

Overall Engagement 1545 Overall Reach 11,560

#### **Ecommerce & Social Media Activations**

Kasia is the perfect hybrid model-talent, acting as a model for clients' online stores and print catalogues and continuing the story by creating additional content for Social Media platforms allowing a client not only to make use of her look but also tapping into her female heavy audience simultaneously:



NA-KD



NA-KD

Overall Engagement 1,423

Overall Reach 12,379



# Thank you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

Our in-house creative team are able to scope and produce short form content for brands and talent.