

PRODUCTION
FASHIONTOMAX

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NEW PARTNERSHIP - NEW OPPORTUNITIES

Full-service production company FASHION TO MAX and a digital lead creative agency

POMPOM joined forces to present new opportunities to clients and partners worldwide.

We combined Fashion To Max expertise and approach to content creation for American and European fashion and luxury brands with the POMPOM knowledge and experience of supporting international brands in the Chinese market and localising their content to create authentic, efficient and high-end photo, video and graphical content for leading Chinese communication platforms.

FASHION TO MAX

Fashion To Max is an international production company with offices in Europe and USA, which specialises on producing artistic visual content for fashion and luxury brands including video and photo campaigns, motion graphics, 3D production, coverage of major fashion events worldwide, and much more. The company has also a digital magazine @fashiontomax with an audience of over 400K of fashion industry devotees.

Key social platform: Instagram, YouTube

Fashion To Max superpowers are:

- artistic content depicting brand's DNA
- content delivery up to 24 hours



POMPOM

PomPom is a digital lead creative agency, which creates an omnichannel approach between over 400 nationwide media and over 500 influencers in order to maximize the communication channels for brands.

Key Social platforms: Weibo, Wechat, Redbook, Douying, TikTok

PomPom has a track record of effectively supporting international brands in the Chinese market place for Social Media, PR, and localized content creation



Song Yanfei
Impression:
7,122,068



Meng Meiqi
Impression:
23,775,617



TOGETHER WE NOW OFFER MORE

Communication and digital strategy

for local brands with international ambitions and world renowned brands with interest in Chinese market

Video and photo production in China, Europe, USA

- fashion shootings
- coverage of events
- localized content

Digital content creation

- Motion design
- 3D visualization
- AR filters

Efficient placement in Chinese social media platforms

- Weibo
- Wechat
- Redbook
- Douying
- TikTok

PR across 400 nationwide media platforms

Collaboration with KOLs and KOCs

COMMUNICATION AND DIGITAL STRATEGY

With new combined expertise we offer local fashion brands communication and digital strategy development for their expansion on European and American markets.

For international brands we offer to combine our deep knowledge of fashion industry with local insights to adapt and create new relevant solutions for communication in Chinese market.



VIDEO AND PHOTO PRODUCTION

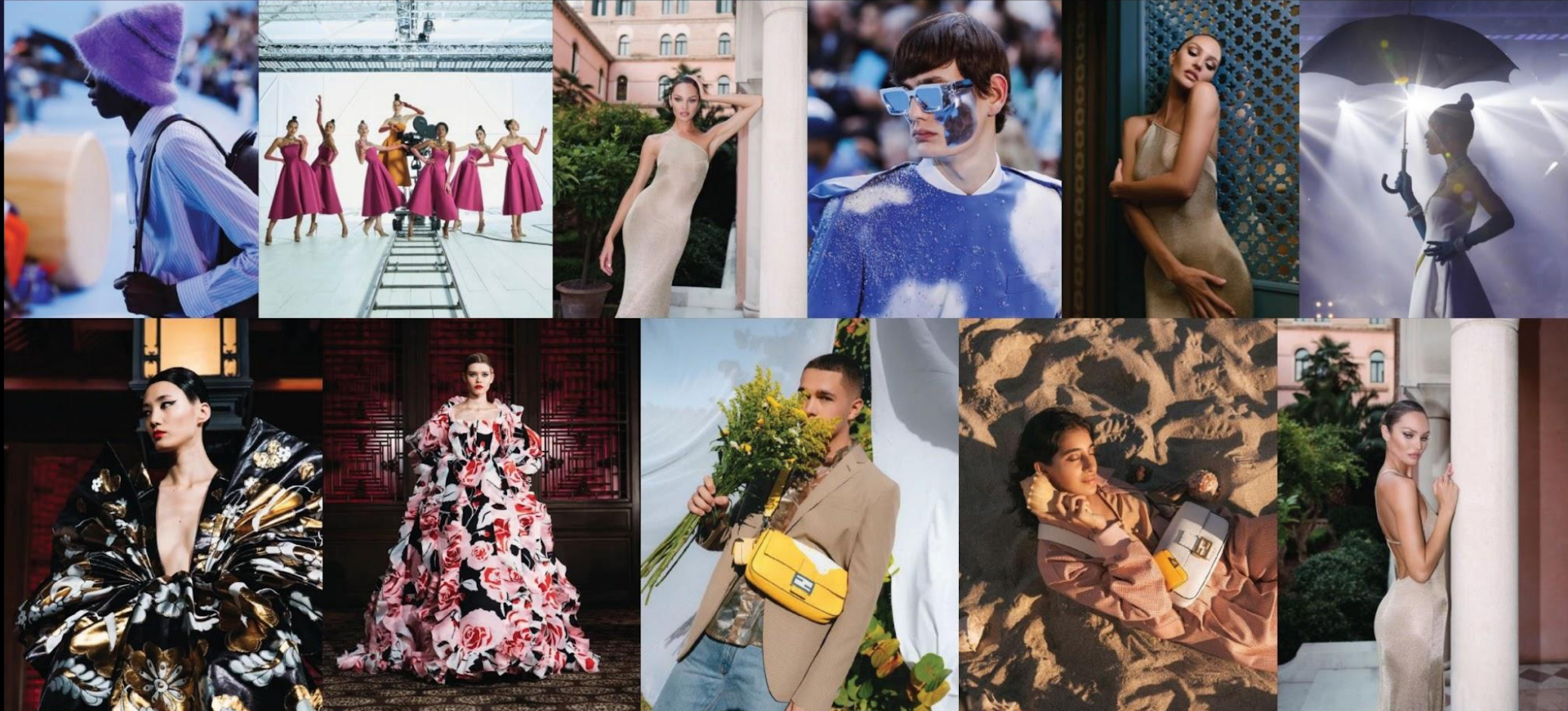
We offer services in producing advertising and social media campaigns from initial creative idea elaboration till the final cut. Production can be executed in China, Europe, USA and other location upon your request.

With our deep expertise both in visual content creation, and retail marketing, we create artistic, and yet efficient ad and SM campaigns with the right focus on the product. All the content we produce is always social media friendly and engaging.

EDITORIALS



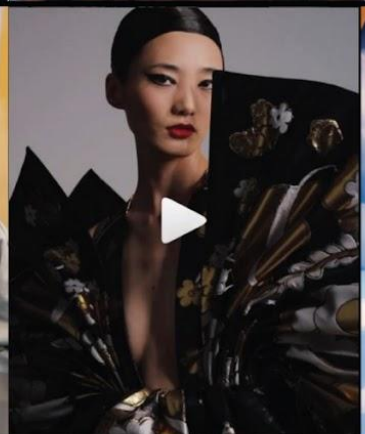
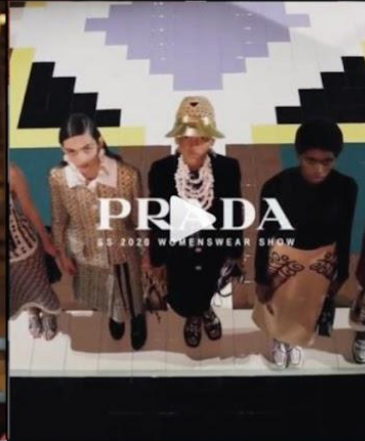
PHOTO PRODUCTION



ADVERTISING CAMPAIGNS



VIDEO COVERAGE



VIDEO COVERAGE



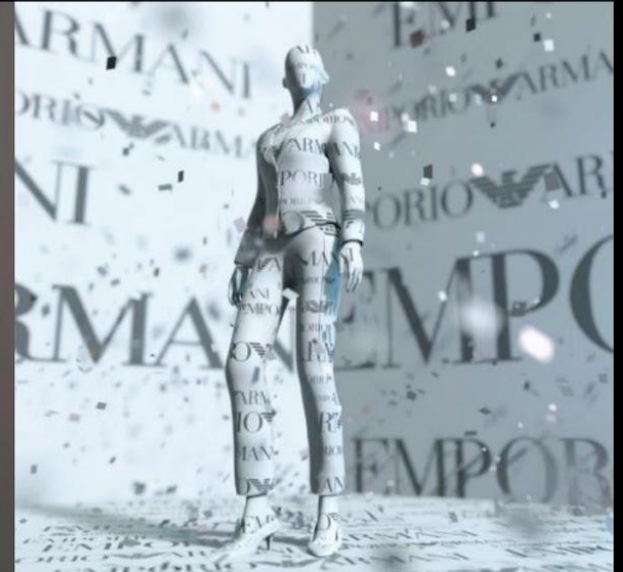
DIGITAL CONTENT CREATION

We have a big international team of talents, who create motion design, 3D modelling and animations.

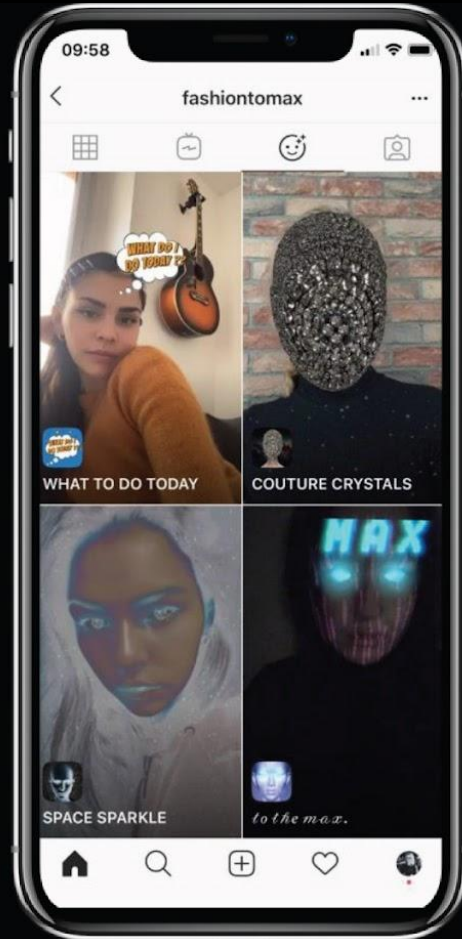
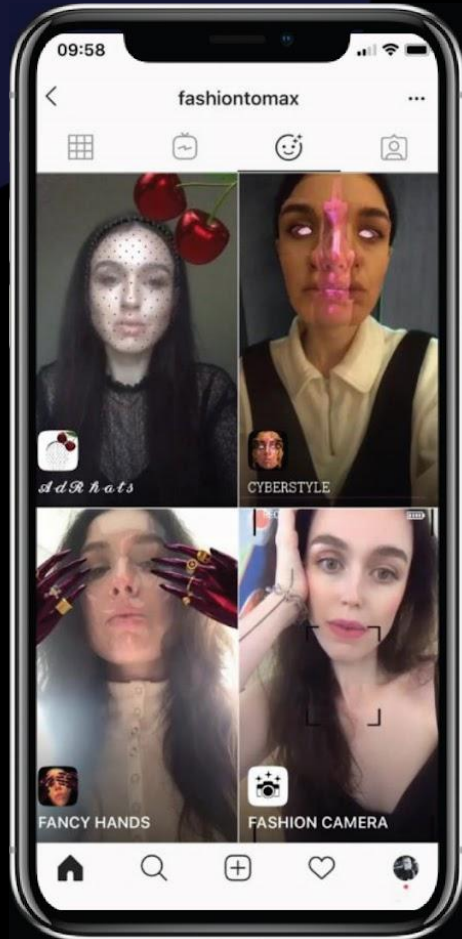
Content produced with 3D and motion design technologies better resonate and engage younger audience, it also elevates brand's perception as a modern and up-to-date. Motion graphics allow to deliver complex ideas in a highly creative, but simple way.

Our expertise in fashion, focus on quality and speed of work guarantee the best results.

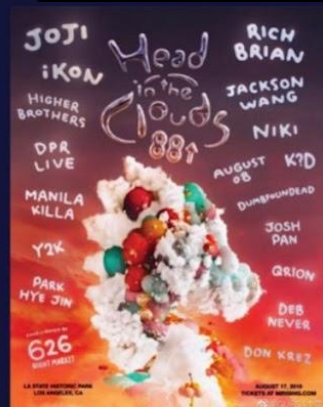
DIGITAL CONTENT CREATION



AR FILTERS FOR INSTAGRAM



PLACEMENT, PR



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Impression:
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SOCIAL MEDIA MANAGEMENT

Digital activations in China are fundamental in order to reach out to a massive nationwide audience where we focus on Weibo, WeChat, Facebook and Instagram as key platform maintenance.



SOCIAL MEDIA MANAGEMENT

We also offer full INSTAGRAM TAKEOVER



Collaboration with KOL

To leverage the buzz and message for Brands, we select KOL's who are in alignment with the clients brand tone of voice.



AMONG FASHION PERSONAS WE WORKED WITH

MODELS & INFLUENCERS



Penelope Cruz



Aishwarya Rai



Bruna Marquezine



Lilli Reinhart



Courtney Love



Irina Shayk



Dakota Johnson



Kate Upton



Priyanka Chopra



Úrsula Corberó



Donatella Versace



Natasha Poly

AMONG FASHION PERSONAS WE WORKED WITH

MODELS & INFLUENCERS



Bella Hadid



Gigi Hadid



Winnie Harlow



Cindy Bruna



Chiara Ferragni



Anna dello Russo



Barbara Palvin



Izabel Goulart



Alessandra

Ambrosio



Ming Xi



Nicole Warne

Shadbolt



Amee Song

CLIENTS



VIONNET
PARIS

REVOLVE



SHANGHAI TANG
上海 200 200



STELLAR WORKS

GAP



MONKEY 47
DESIGNERMADE BY HIM



MIKE
FRÉDÉRIQO



AMERICAN RAG COE

BIRKENSTOCK

STACCATO

bottles
XO



GUESS

RALPH LAUREN

GUESS

VOGUE

TOD'S



ELIE SAAB

BALMAIN
PARIS

FENDI
ROMA

PRADA

BVLGARI

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