

SSEAMS

(LIFE) STYLE MAKERS

MEDIA PACK

2024



WELCOME TO SSEAMS

'The home of (Life) style

SSEAMS magazine shines a spotlight on the emerging and progressive UK brands, makers & mills that will reshape our future. A spirited design community quarterly digital magazine independently published in Scotland by Studio SSEAMS.



Diane Richardson, Editor

At SSEAMS, we introduce you to our network of garment aficionados from the established to the emerging independent brands, makers and mills who work behind the scenes to create the products you love to wear. We put the *what to wear* into the *where you go* with our independent lifestyle publication. Inviting today's conscious consumers to the stories behind the scenes of the garment making process, the personalities driving the brands you love, and the independent retailers whose customers set the bar high for quality and service.

Our audience is made up of slow fashion trailblazers and early adopters who champion brands at their infancy. Why? Because they know a good thing when it's emerging and they are the anti-high street shoppers who love to discover something new with their curious and engaging eyes on the market. A fan of independent brands that suit their chosen and carefully curated lifestyles, SSEAMS Magazine is the barometer for good, honest brands."

Diane

"We discover emerging brands we know our curious readers will appreciate."



SSEAMS Founder & Magazine Editor, Diane Richardson is back in Scotland after a long career in international retail buying and brand management. SSEAMS Magazine is based at the studio in Stirlingshire (pictured). The magazine is independently published on a quarterly basis. Currently in the form of a digital download with a plan to print physical copies by end of 2023.

SSEAMS COMPANY BACKGROUND

Founded by an apparel industry collective who have spent the last 3 decades working in some of the world's most renowned brands, travelled extensively, met and worked with incredibly talented people and have been an integral part of creating brands' success stories. Now, they share their world with you by introducing you to their network and valuable insights, knowing that they share the same curious minds to bring informed opinions. Over the course of the last 5 years, the team has successfully consulted for many startup, emerging and established brands.

SSEAMS

MEET THE TEAM



DIANE RICHARDSON - EDITOR

Diane is Editor of SSEAMS Magazine and champions emerging and progressive brands. Previously working at the heart of brands in product creation departments. Her experience balances large corporate brand culture through to young, emerging brands and adapts her brand management principles accordingly. Diane has run her own agency for the last 10 years, co-founding SSEAMS in 2017.

Taking strategic moves throughout her career, Diane has a strong understanding of brand growth indicators and infrastructure management and effectively succeeds in the delicate art and science of the apparel industry. She brings this knowledge back to Scotland and carries with her a powerful network of influencers.

Industry experience: Nike, Timberland, MUJI, FIFA

RUTH KELLY

Ruth leads on Material & Insights projects at SSEAMS. She is a leading industry expert in the field of material innovation & development. SSEAMS INDUSTRY INSIGHTS MAGAZINE will launch later this year and Ruth will be Innovations Editor for that publication.

Passionate about performance materials, Ruth is a creative fabric expert, thought leader and educator. A true materials expert, Ruth has successfully led raw materials teams in the UK, Canada, Hong Kong and Sri Lanka, across the supply chain, from performance brands to manufacturers. She combines her network of connections, with practical in-depth knowledge of the fabric development, sourcing, validation and production processes, to make ideas come alive.

Industry experience: Lululemon, Marks & Spencer



ANDREW DUDGEON

Award winning Illustrator and Creative Director at SSEAMS. Andrew helps steer the SSEAMS ship in the right direction.

Andrew Dudgeon is creative leader/apparel designer and freehand digital illustrator with an immersive, progressive and process driven approach to design, storytelling and illustration. With experience working on extreme conditions technical apparel, through elite performance wear to lifestyle/sportswear crossover product.

Industry experience: Umbro, Ron Hill, Henri Lloyd



EMMA VARSANYI

Emma is Features Editor at SSEAMS Magazine whilst leading SSEAMS day-to-day operations and select apparel strategy consulting projects for private clients.

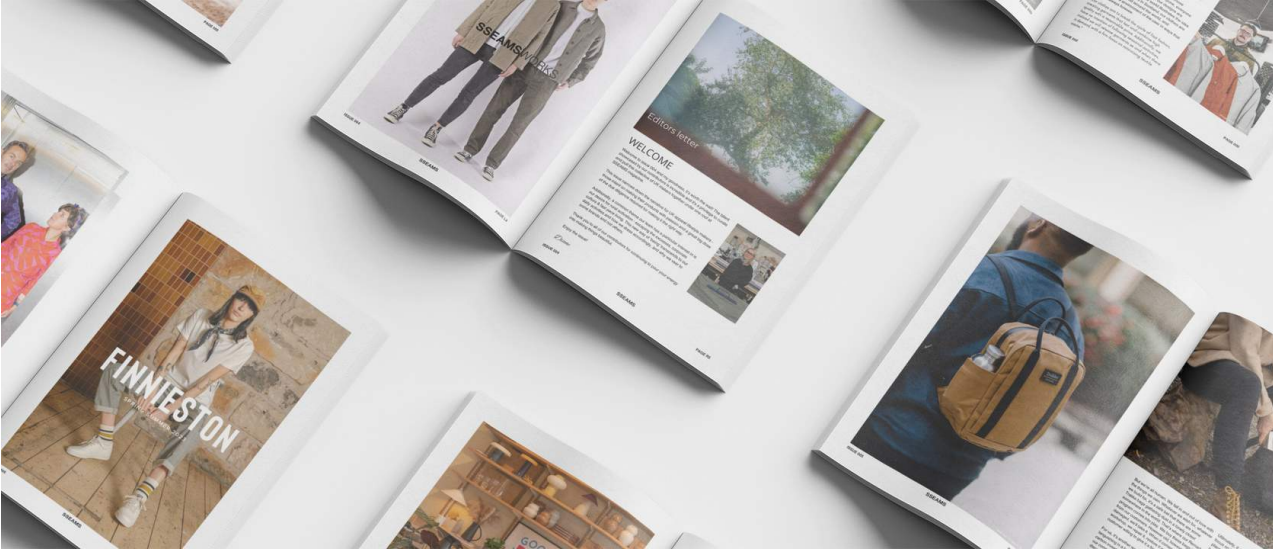
An expert in Apparel Merchandising and Go-to-Market, Emma has driven global business growth, efficiency, and innovation at some of the world's biggest sports brands. Emma has gained a uniquely holistic perspective of how to maximise the product creation process from strategy to sell out.

Industry experience: Nike, Reebok



OUR STYLE

We live in a visual world where creative direction for the magazine gives a clean, vibrant end product. We let the products do the talking! Our fresh, clean optical white background lets the brands products shine out. Storytelling is a large part of the magazine brought to life through considered edits of image collateral.



ISSUES



SSEAMS

OUR AUDIENCE

In our minds, apparel means functional garments, accessories and bags that equip you for your daily life. Apparel is interconnected with who the wearer is and where they are going. Our readers don't profess to being slaves to fashion and prefer to create their own unique style. Our audience is made up of industry friends and today's conscious consumers who favour independent brands and take time discover and understand a brands belief system & core values before making a purchase.

Our target readers are creatives with curious minds who love to discover new, emerging brands who make a difference no matter how small to taking the steps to reduce their environmental impact, just as our reader does at home and throughout the course of daily life.

“We put the *what to wear* into the *where you go*.”

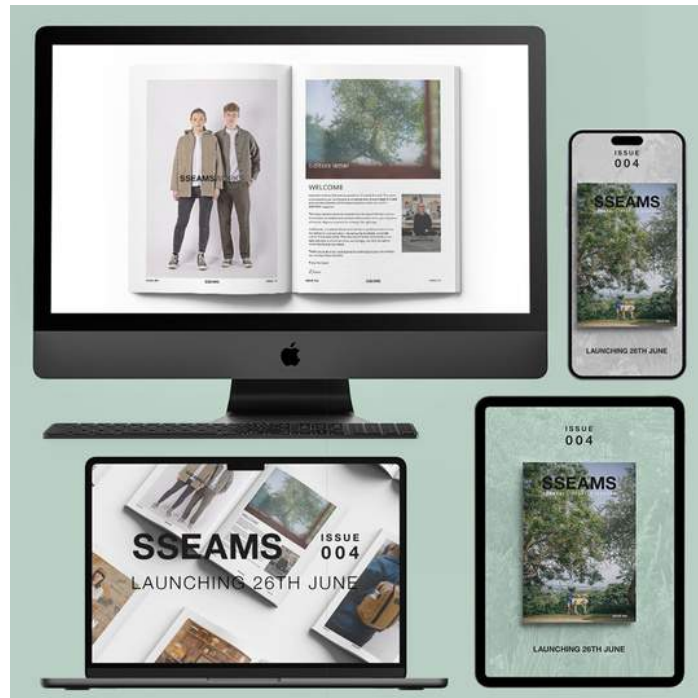


APPRECIATION FOR INDEPENDENT BRANDS

Our community appreciates design, quality and craft. You won't find them wandering down major high streets but they will be seen out and about the back streets, quiet lanes where independent stores, bars and restaurants are situated. They feel most at home there and bring those vibes back to their home where they curate and style their lives accordingly.

SSEAMS

DISTRIBUTION



DIGITAL DOWNLOAD VIA: [SSEAMS.CO](https://sseams.co)

ISSUU Publishers - Click link [SSEAMS Magazine](#)

THE STATS

We have grown our network of contributors who we invite to tell a story in each issue. Our media kit ahead of issue 005 will go out to all contributors who we ask to share launch details / links to their audiences/communities.

SSEAMS.CO is our digital home of all SSEAMS activities - it is our ecosystem between consulting, media and garment innovation projects. Invested in growing our magazine audience, we are part of a truly dynamic network:



Anticipated views for issue 004
between 10k - 15k



Pre-issue 004 launch, 5k
subscribe to email marketing



For the first time, each brand contributor
& advertiser will receive a media pack for
social network sharing. Each contributor has
between 10k to 50k followers

SSEAMS

SSEAMS MISSION

We are in a fortunate (some may say unfortunate) position of knowing too much about the negative impact the clothing industry has on the world today from an environmental impact perspective. So, it could be said, SSEAMS Magazine is our outlet to celebrate the unsung heroes who are making changes and in the early stages of advancements to 'clean up' the garment lifecycle.

Apparel lifestyle makers also just happen to be some of the most talented and joyful folks we have ever met so we are never short on content!

"Our mission for SSEAMS magazine is to shine a spotlight on the emerging and progressive UK brands that will reshape our future. We put the *what to wear* into the *where you go*."



COMMUNICATIONS

To our contributing brands and advertisers - if we share the stories together, surely we can help our readers (consumers) make informed opinions about the brands they buy? SSEAMS Magazine is your vehicle to tell your story in a compelling and beautiful setting.

We grow together, united in support of one another.

SSEAMS

ADVERTISE WITH SSEAMS

We aim to be accessible to all and by supporting independent brands, our rates are set at an attractive fee structure for the rest of 2024. With that in mind, we see no reason for negotiation and seek to show transparency in the fee structure for all parties.

ADVERTISEMENT LOCATION	1 X ISSUE £FEE STRUCTURE PER PAGE	1 YEAR X 4 ISSUES £FEE STRUCTURE PER PAGE
INSIDE FRONT COVER	£350.00	£1200.00
SINGLE PAGE	£250.00	£850.00
DPS (DOUBLE PAGE SPREAD)	£450.00	£1500.00
HALF PAGE	£125.00	£400.00
INSIDE BACK COVER	£400.00	£1300.00
ADVERTORIAL (All content delivered by you) We include a round of social media activity	£600.00	£2100.00
ADVERTORIAL (briefed by you / written by SSEAMS Editorial team)	£1000.00	£3600.00

"Our mission for SSEAMS magazine is to shine a spotlight on the emerging and progressive UK brands that will reshape our future. We put the what to wear into the where you go."

CONTACT US



ADVERTISE IN THE NEXT ISSUE

Get in touch to feature your business in the next issue.

For Media pack information;

Contact press@sseams.co

ADVERTORIALS:

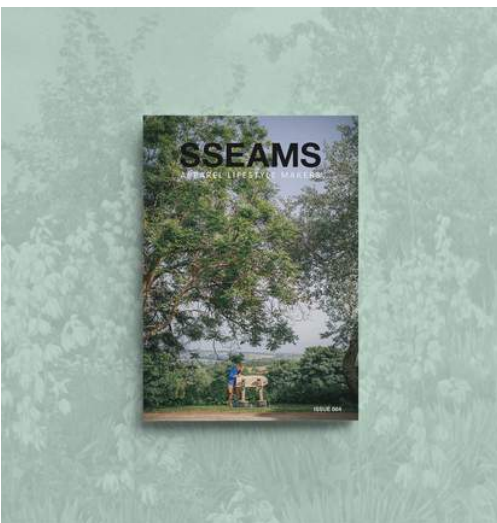
Contact Diane@sseams.co to discuss your advertorial plans

SSEAMS STUDIO

SSEAMS Magazine is an independent publication dedicated to showcasing emerging & progressive apparel brands, makers & mills and all the talented folks associated with them. Our studio is based in Stirlingshire, Scotland.

STUDIO ADDRESS

9 BANKER'S BRAE
BALFRON
STIRLINGSHIRE
G63 0PY



SHARE OF INFORMATION

ARTWORK - High res image files under 4MB / Jpegs / 300dpi

WRITTEN COPY - Unedited word document files

IMAGE CREDITS - Please credit Photographer

Share to Press@sseams.co

SSEAMS



**EXAMPLE FULL
PAGE AD**
Advertise with
SSEAMS
here...

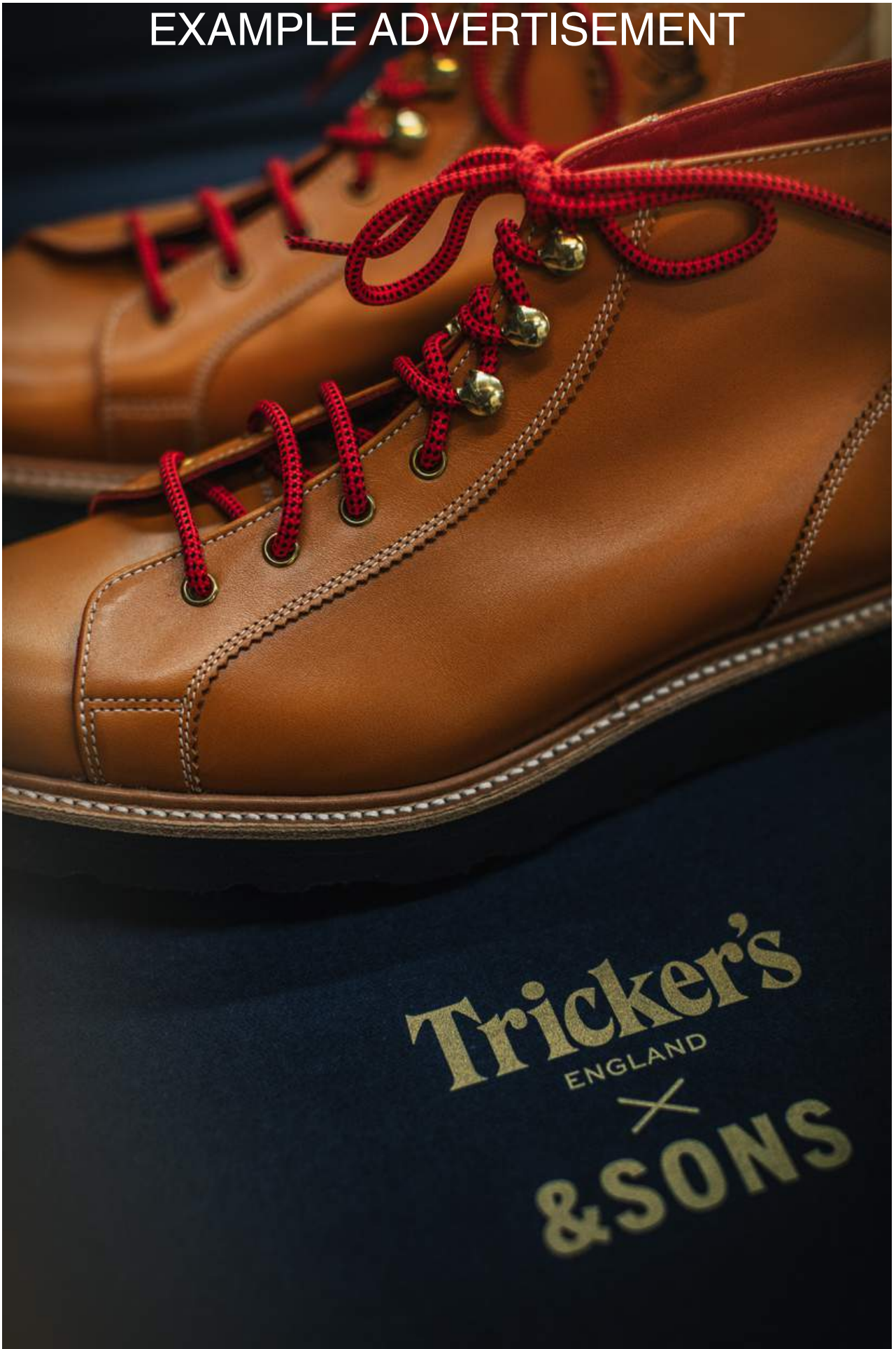
Contact press@sseams.co

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EXAMPLE ADVERTISEMENT



EXAMPLE ADVERTISEMENT



Tricker's
ENGLAND
X
& SONS



EXAMPLE HALF PAGE AD

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Contact press@sseams.co

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EXAMPLE

ISSUE 004 CONTRIBUTORS

KIMONO MY HOUSE

TRAKKE

FINNIESTON CLOTHING

SSEAMSWORKS

WORKHOUSE ENGLAND

IRREGULAR SLEEP PATTERN

SACCADE

PEREGRINE

HAWICO SCOTLAND

6876

&SONS

KIRI

PATRIAM

UNCOMMON LIFE STORE

HOOS

GOOD STORY

SPOILED LIFE

NO.25 SSEAMS WORKS

BRISBANE MOSS

JOHNNY SZYMANSKI

GORDON NICOLSON

HALLEY STEVENSONS

COURTNEY & CO

SAMUEL BINSTEAD

SEAHAWK APPAREL

COLLINGWOOD-NORRIS

ELLIOTTS EDINBURGH

THE KINDRED FOLK

JULIE COCKBURN

PUMP STREET BAKERY

CALUM HUNTINGTON

TRICKERS

SUSAN CASTILLO

RICH HALL

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www.sseams.co