Nicole Salinger

Copywriter. Storyteller. Reviewer



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About Me

'My job as a storyteller is to write authentic, empowering stories for female audiences. As a copywriter - to help women in business express their brand's messaging in an enlightening, elevated way.'

Coming from an extensive background in Arts and Entertainment, I have spent the last 8 years writing for clients in the fields of wellness, fashion and lifestyle brands.

In this information pack, feel free to read all my writing examples, and what you can expect from working with me.

I look forward to aligning my work with yours.

Sincerely,

Nicole Salinger

Socials, EDM's +Magazines

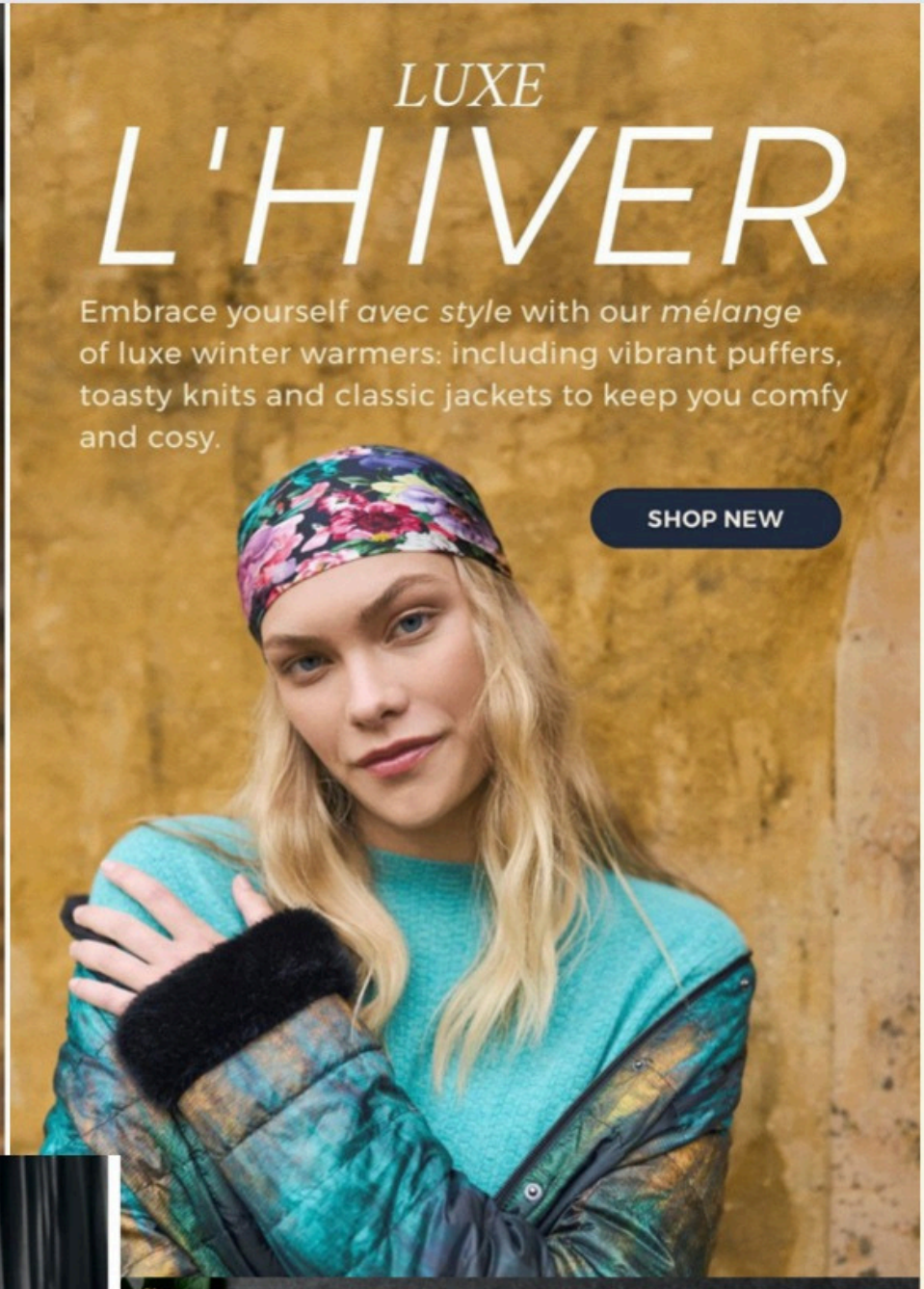
What a beautiful, kaleidoscopic campaign, taking the art of statement jewellery to magical heights: marrying the fantastical world of fairy-tale gardenalia and regality; with heightened emotions of hope and wonder.













Does the perfect dress exist? We think so!

Say '*oui* to the dress' with our ever-so-functional and stylish pieces. From a spotted viscose georgette, to a sleek tie waist jersey that is *par élégance*, these pieces will take you from day to night en *vogue*.

SHOP DRESSES



TOUR DE
L'ANTIQUITÉS

Read our latest L'Édition, a love letter to the landmark of liveliness– **Rue de Bretagne**– where you can find the most beautiful *brocante* that Paris has to offer.
To delight your inner treasure-seeker, we've included insider tips on embracing the art of flea market shopping at the exclusive venue, including when to go and how to snag a bargain on your most coveted *'Antiquités Brocante'*.

READ NOW

SHOP NEW

Blog Articles

Bon Voyage: An Interview with Catriona Rowntree

7 Jul 2023 by Blue Illusion

Sit down with Catriona Rowntree to deep-dive into the process of creating a 'travel collection' with Blue Illusion, her love for a pink palette, and how it richly reflects her *personnalité*...

CONTINUE READING Click here





Vive La Bohème: Embrace the art of Luxe Pyjama Dressing with our new Chyka Collaboration

24 Apr 2023 by Blue Illusion

CHYKA COLLABORATION NEW

What happens when a woman chooses to immerse herself in the opulence of 16th century moody florals and the vintage bohème glamour of French Pyjama dressing? Pure artful magic...

CONTINUE READING Click here



As seen in 'Sunday Life Magazine'

2 May 2023 by Blue Illusion

Embrace your inner feline spirit with our two top picks for a dose of 'je ne sais quoi...'

CONTINUE READING Click here

The Power of Mum: As seen in Harper's Bazaar

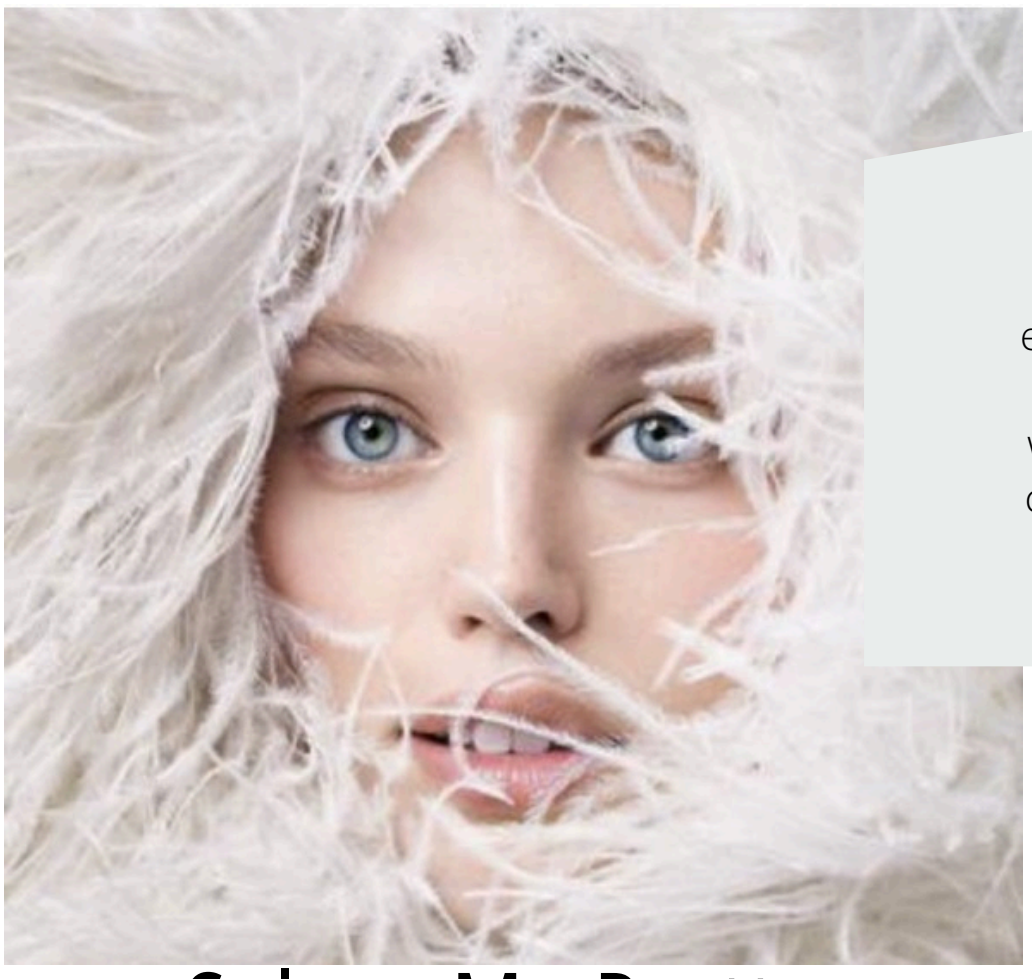
19 Apr 2023 by Blue Illusion

When mothers and daughters come together, there is a powerful light that shines beyond the flash of the camera lens. Such as the case of our photoshoot with model Samantha Harris and Mum Myrna Davison...

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Editorial



Faux Fur

There's a new 'Fauxvolution' happening. Enter Unreal Fur, a cruelty-free, vegan fashion brand dedicated to the wellbeing of animals and the environment. This season? Find your Faux-fest in powdery hues of cream, sleet and white. Along with their array of furry jackets, puffers and long coats; plus our favourite mini-me item - 'the Fur-ever Coat'!

Colour Me Pretty

We have opened our Pandora's box of white winter hues. Think ivory, light grey and pearly pinks. Think purity, enchantment and soft tones. Think effortless chic. Think the Waterfall jacket - our style must-have of the month. Match these looks with our Boho & Co Miniature Chandelier Earrings, and you'll be the vision of a modern day goddess.





Grey Goddess Earrings $40.00



Cocktail Collection Earrings $40.00

And ...This Season's Pick-Me-Up?

Some Va-Va-voom!

Get peachy whether at home or on-the-go, with Runway room's Peach Punch Mineral Stick! This elevated peach hue in a creamy texture is perfect for your cheeks, eyes and lips. For those 5-minute touch-ups. Whether applied with your fingers or a brush, you'll look sun-kissed from morning til' night!

